

# PRINTERS' INK

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VOL. CLI, No. 1

NEW YORK, APRIL 3, 1930

10c a Copy



## A D A S T R A

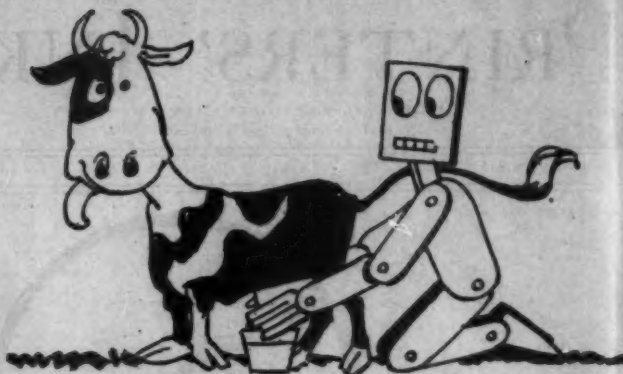
FOR MANY weary months searchers in the observatories

Armour and Company have been studying the firmament of the packing industry, looking for a new luminary, long prophesied. • Their patient vigil has been rewarded. After spending thousands of dollars researching and revising their entire process of smoke and cure Armour and Company have overcome variability, the evil genius that has laughed at the best efforts of the packers for years. • This month Armour and Company give to the world a new taste in smoked meats — Armour's Star Ham and Armour's Star Bacon with a new flavor and tenderness. • The proclamation reads, "Fixed★ Flavor, rangeless as the fixed stars." • When you read this advertising you will say, "That is good copy," but you also will say, "I'll have to try some of that new ham and bacon" — which, after all, is what good copy should make you say.

**J. W. AYER & SON, Inc.**

ADVERTISING HEADQUARTERS  
WASHINGTON SQUARE PHILADELPHIA

New York Boston Chicago San Francisco Detroit London



## AGROPOLIS has gone ROBOT!

**M**ACHINES milk the cows, skim the milk, make butter, plow the fields, reap the harvests, saw the wood. Today's hired hand is a Robot.

Electricity serves 650,000 farm homes. It washes clothes and helps iron them, pumps water, cleans rugs, washes dishes, makes ice. Today's hired girl is mechanical.

The residents of AGROPOLIS—the prosperous farm areas of America—go places and do things. They buy the things you buy, ride in cars like yours. They have desires and the money to satisfy them. Reach them thru the “newspapers” they read—*The Standard Farm Papers*—eight non-duplicating agricultural papers that are read from cover to cover in 2,000,000 prosperous farm homes.

*Your sales problem is national—but your dealer's is always local—  
The Standard Farm Papers meet both!*

Prairie Farmer  
The Nebraska Farmer  
Wallaces' Farmer and Iowa Homestead  
The Farmer-Farm Stock, & Home,  
St. Paul

Breeder's Gazette  
The Progressive Farmer  
Hoard's Dairymen  
The American Agriculturist

## The STANDARD FARM PAPER UNIT

*One order—one billing*

NEW YORK—Wallace C. Richardson, Inc., Eastern Managers, 250 Park Avenue  
CHICAGO—C. L. Burlingham, Western Manager, 307 North Michigan Avenue  
SAN FRANCISCO—1112 Hearst Building

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# PRINTERS' INK 17

Registered U. S. Patent Office

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VOL. CLI

NEW YORK, APRIL 3, 1930

No. 1

## Where Do the Chain Stores Go from Here?

The Manufacturer and the Public Used to Be Neutral—They May Not Be Neutral Tomorrow

As Told to C. B. Larrabee

By Joseph M. Fly

IN studying any controversy it is essential to know who are the contestants, why they are fighting and what they are thinking. It is just as essential to determine the state of mind of the so-called neutrals, so-called because no one can ever remain entirely neutral if the controversy in which they are affected.

We have become so accustomed to referring to one of the most important business controversies of the day as the "chain-retail" battle that any single view of the fight is likely to overlook some very important factors. The current controversy, which is growing in bitterness, is by no means so simple or direct as the name, "chain-retail," implies. Nor are the issues always sharply drawn.

The chief contestants are, to be sure, the chains on one side and the independent retailer on the other, the latter having on his side the almost unanimous support of the wholesaler. The chains, on the other hand, draw what support they have largely from the manu-

facturer group, a group which is not cohesive, since it represents a cross-section of American industry, and which is divided in its sentiment and therefore has tried to maintain a position of neutral-

ity. The public is, at present, neutral, although like all neutral groups it is mildly partisan and by no means unanimous in sentiment.

Since the public occupies in this controversy much the same position as that occupied by the United States in 1915-1916 in relation to the warring nations in Europe, it will be interesting to analyze its state of mind.

I don't think the public cares very much about the chains' method of doing business. It is concerned chiefly with two things:

First, the ability of the chains to sell first-class merchandise at rock-bottom prices; and, second, whether the chain-store movement as a whole is to be regarded as a menace or a benefit.

Up to the present time, the chains have been satisfied to rest

**I**N 1918 Joseph M. Fly took over complete control of Mr. Bowers' Stores, Inc., a chain of grocery stores in Memphis, Tenn. From that time until he sold the chain to the Kroger Grocery and Baking Company in 1928, Mr. Fly made himself known nationally because of his introduction of many innovations in chain practice. He was also president for many years of Fly and Hobson, grocery wholesalers. For one year he was president of the National Chain Store Grocers' Association and was one of the leaders of the movement which led to the disbanding of that association and the formation of the present National Chain Store Association.

their case with the public almost wholly on the matter of prices. The chains have said, in effect, "We shall give you almost none of the service the independent has given you, but we shall give you merchandise at a price below that which the independent, who gives you service, can offer."

The growth of the chains has demonstrated pretty conclusively that the price appeal is highly important. The public has made definite sacrifices at the altar of price, the chief sacrifices being those of credit and convenience.

It is well to remember, however, that the great growth of the cash-and-carry idea has been coincident with the growth in automobile registration. Today, the parking problem has become so serious that the consumer and more particularly the auto shopper is asked to make even greater sacrifices in time and convenience than ever before. There are keen students of the situation who believe that congested parking conditions may have the effect of turning the public away from the chain more than the chains like to believe.

The successful chain store, as a rule, must be at a central point, which means congestion and added difficulty in finding parking space. Many chains have recognized this fact by opening up their own parking spaces. Others have added delivery service to certain of their stores.

Recent developments among independent groups have served to reduce the price differential. Added efficiency among retailers, fostered in many instances by wholesalers large enough to afford close study of retailing methods, has cut down the independent's cost of overhead. The voluntary chain or in-

dependent alliance of wholesalers has competed with the chain on mass buying, with the result that on many products the independent alliance can meet the chain on price. Members can even afford the doubtful luxury of loss leaders.

Because the chain, by reason of its size, is able to operate on a net



Into the World's Great Fruit Centers goes A&P... that you may enjoy the pick of the crop!

CHINA & HAWAII... after long, arduous journeys, the finest of the world's fruit centers are at your disposal. Right in the heart of the world's fruit centers, you can get the best of both, sweet and sour.

For example, in the Hawaiian Islands... America's greatest fruit center... A&P has its own packing plant to handle direct importation of green, sweet and sour. A&P's own experts select the finest fruit, and then, for the best of both, A&P's own.

Good A&P Fruit Store is, in effect, a ready-made store to provide you with both fresh and sweet and sour fruit at all times. And because A&P employs the shortest, best-known methods for selecting fruit, from their source to the market of the store, A&P's price being just what you need.

The Spirit of the World's Greatest Fruit Store



THE GREAT OCEANIC & PACIFIC TRADE

The A. & P. National Advertising Is an Excellent Example of Institutional Copy of the Kind Needed in the Present Crisis

of under 3 per cent (not all chains do this, but some do), it has an advantage over the average independent, but investigation has proved that size has its penalties in operating costs, so that this factor is becoming of less importance.

Price, however, is still an important factor, but I believe that it is becoming less important as inefficient independents are shaken out of the picture and the efficient independents become more important.

For years, almost all chain advertising has laid its entire emphasis on price. Chain advertisements, with their bold figures, have been

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## A PLEA FOR RED-BLOODED SOAP



BARNEY MCKAY holds that the pursuit of cleanliness involves certain limits. Perfumed soap is definitely out. It may be all right for Mother and Sis ... but if the gang found out he was using it, he'd have to leave home. "Mom!" he bellows, "Where did you hide my soap?"

This near-man has ideas of his own. Don't think for a minute that he accepts without comment the products his folks may provide for household use. When he takes his first shave, he uses Dad's razor. Will he get one like it? Maybe; maybe not. The same goes for shaving creams, lotions, breakfast foods.

When the family buying council goes into session, his voice will

be heard, vociferous, persuasive. And when modern products or services are considered, his is the *open mind*; his, more often than not, the burden of keeping his family abreast of the times.

Of the more than 700,000 readers of THE AMERICAN BOY, 85% are of high-school age or older. Man-sized; modern-minded. If you make a man's product, they'll buy it. If you make something for the family, they'll help choose it. Advertise directly to them, in the one magazine they call their own. June forms close April 10th.

The YOUTH'S COMPANION  
combined with  
**American Boy** Founded 1927  
Detroit Michigan

a blot on the pages of newspapers and have succeeded only because the average independent cannot afford to invest in large space in his local newspapers.

A few of the chains have seen the light and have made definite efforts to editorialize in their copy. For years in Memphis I proved to my own satisfaction and profit that a few paragraphs of general editorial copy, explaining the function of the chain and its relation to the public, had great value in getting and holding customers. Some of the larger grocery chains, such as A. & P., Gristede, and others, have recognized this fact, along with one or two drug chains such as Liggett. The A. & P. national advertising is an excellent example of institutional copy of the kind needed in the present crisis. Many chains, however, are quite content to base their whole appeal on price and let it go at that.

That the chain is losing its belief in the price appeal is evidenced by certain developments in the drug field particularly. Jerry McQuade, writing in the March issue of *Drug Topics*, shows that several of the large drug chains are raising prices and comments on the fact that D. C. Keller, president of the Dow system of drug stores in Cincinnati, has come out in favor of the Capper-Kelly Bill for price stabilization. The history of the United Cigar chain, which started as a cut-price group, then came to standard prices with coupons, and then got rid of the coupons is also significant. This chain still cuts prices but it by no means places the same emphasis on cut prices that it did early in its history.

One other factor, which I have dwelt on frequently in articles in *PRINTERS' INK*, is that poor clerk morale in chain stores alienates the public. The chains have not done anywhere near as much as they should in training clerks and this, along with no delivery and no charge accounts, is not helping the chains.

We now come to the question of the public's sentimental side. Right here let me state that I have no illusions about the public's willing-

ness to join a crusade, particularly if the crusade means a monetary sacrifice. The average housewife is far more interested in the money she can put into the bank than in the amount of money the chain store puts into the banks of her community. Yet the public is swayed by unusual things and in the past has joined movements quite against its own immediate advantage.

Read a statement made by Senator Black:

Chain groceries, chain dry goods stores, chain drug stores, chain clothing stores, here today, merged tomorrow—grow in size and power . . . We are rapidly becoming a nation of a few business masters and many clerks or servants.

The Western Progressives are fighting against the domination of Congress by men who represent selfish corporate interests, because they believe sincerely that unless the growing concentration of wealth and power is checked, this nation will soon be converted into a plutocracy where a few supremely rich men will rule and rights of the common man will be trampled under foot. . . . We have seen the development of huge mergers and the rapid increase of chain banks and chain stores throughout the country, until today the genuinely independent banker and independent business man is rapidly disappearing from our life, the type of men whose enterprise built up the nation.

That is reminiscent of the days at the turn of the century when Roosevelt was just beginning to wield his big stick and the muckrakers were sharpening their rakes. It is not difficult to remember the trouble that the muckrakers made for the so-called "vested interests" nor is it difficult to believe that the old familiar cry of "Wall Street" has not lost any of its potency. To be sure, the public is an investing public as never before but after its recent experience there is no reason to believe that it has any particular affection for chain-store stocks, more particularly since those stocks do not show any signs of returning the profits they formerly did. An analysis made by H. M. Foster of *The Journal of Commerce* tends to show that chain-store stocks are not the risky investment they once were.

I have no sympathy for the now  
(Continued on page 165)

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## HOG PRICE GAIN HELPS FARMER

Advancing hog prices during the last two months have netted the Iowa farmers a gain of several millions of dollars.

Despite the fact that Iowa is the leading corn producing state in the nation, comparatively little of the crop is marketed as such, but is fed to livestock. Eighty per cent of the farm income is derived from livestock and livestock products and 20 per cent from grain.

A comparison of the income in 1928 from the three principal livestock sources and from the three leading grain crops gives the best idea of the relative importance of grain and livestock prices.

Wheat .....	\$ 7,202,000
Corn .....	78,605,000
Oats .....	36,486,000
<b>Total .....</b>	<b>\$122,293,000</b>
Hogs .....	\$265,250,000
Beef Cattle .....	106,158,000
Dairy Products .....	105,100,000

**Total .....** **\$476,508,000**

It will be noted from these figures that wheat is a negligible item of farm income in Iowa, except that it is accepted as a barometer of general farm price levels, and other prices are gauged somewhat by the price of wheat.

*Des Moines is the key  
to the Iowa market*

**The  
Des Moines  
Register and  
Tribune**

**Over 240,000  
Daily Circulation**

# J. Walter Thompson Company

Through six strategically located offices in the United States and fifteen offices in other countries which cover Europe, North and South Africa, South America, India and Australia, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

*Total population served by these offices is 1,418,000,000*



NEW

PORT

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LAT

NEW YORK · *Graybar Building · 420 Lexington Avenue*

CHICAGO · *410 North Michigan Avenue*

BOSTON · *80 Boylston Street*

CINCINNATI · *Chamber of Commerce Building*

SAN FRANCISCO · *Russ Building*

LOS ANGELES · *Petroleum Securities Building*

★

MONTREAL · *Dominion Square Building*

★

LONDON · *Bush House, Aldwych, W. C. 2*

PARIS · *12 Boulevard de la Madeleine*

MADRID · *Plaza del Callao, 4*

STOCKHOLM · *Kungsgatan 39*

COPENHAGEN · *Axelborg*

BERLIN · *Unter Den Linden 39*

ANTWERP · *115 Avenue de France*

WARSAW · *Czackiego 17*

★

ALEXANDRIA · *27 Rue Cherif Pacha*

PORT ELIZABETH · *South Africa · Netherlands Bank Building*

★

BUENOS AIRES · *Argentina · 30 Calle San Martin*

SAO PAULO · *Brazil · Praça Ramos Azevedo 16*

★

BOMBAY · *Asian Building, Ballard Estate*

★

SYDNEY · *Australia · Asbestos House, 65 York Street*

★

LATIN-AMERICAN & FAR EASTERN DIVISION

*New York Office*

# Sure, Knock Your Competitor's Advertising—But Fight Fair

Business Is a Fight—Why Shouldn't Advertisers Attack Each Other in Their Advertising?—The Public Doesn't Care

By S. O. Landry

President, The Chambers Agency, Inc.

I AM not so sure that William S. Riker is right when he says, in his article "Retreat!"\* that the practice of knocking a competitor's advertising is dangerous.

It seems to me that there is a tendency nowadays among a great many advertising men to take the punch out of advertising.

In accordance with humanitarian trends and the development of an interest in disarmament, and building up of sentiment against war, a lot of people are trying to put some of this "passiveness" into business and advertising.

Many business men—and this includes advertisers, publishers and advertising agents—fearing to appear to be against the philosophy of the time, are not analyzing the fallacy of some of this philosophy and are saying nothing and "sawing wood." Some of them are even hypocritical and preach a lot about peace and good-will, etc., but they are fighting awfully hard all the time to knock the other fellow out. I believe that competition is not only the life of trade but I believe that it is the law of nature. I believe that the fighters are those who survive. Business is a fight and advertising is a part of the fight. If the advertising agency, or the advertising man, tones down all his messages to the public; if he cuts out all the strong talk, deletes all the ideas and takes everything out of it except the few platitudes and generalities that anybody can use, then I think his advertising is becoming weak.

I like the battle that is going on now between the cigarette people because they are shooting out some stuff that will make not only the public, but competitors, sit up and

take notice. I like the advertisement of the Reynolds Tobacco Company that came out in the last day or two, attacking its competitors. I think this shows the fighting spirit.

The public is not interested in the how or why of advertising copy. It does not care how loud the bass drums beat or how unreliable the advertising happens to be. The sophisticated man—and this means the public generally—has found out a long time ago that life is full of romance, that the visionaries and glad-handers are always with us. He has found out that statements made by interested parties often have to be discounted. He is not seriously worrying about whether advertisers are liars or not.

Here is actually what happens. If a manufacturer or advertiser misrepresents and lies about his product, he simply kills his own game, regardless of whether his competitors are concerned with it or not. Some liars have been successful, many of them still are successful, but I will venture to say that the majority of successful businesses and successful business men are not liars. They've got to approximate the truth or they cannot get by. It generally pays to be right. This is an old copy book principle, but you cannot beat it for practical results. When an individual or organization deviates from this policy he is most often hurting his own interests. Therefore, like the boy who cried "Wolf, Wolf!" when there wasn't any wolf, and who brought about his own destruction, so the advertiser who builds on lies can sell *once* but generally fails to repeat. The workings of Truth are automatic. It puts out of busi-

\**PRINTERS' INK*, March 13, 1930.

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## BUILDING A GREATER MILWAUKEE

**A** GREATER MILWAUKEE is being built at the rate of more than

\$43,000,000 annually for new buildings -- more than \$300,000,000 in the past seven years. For years Milwaukee has ranked seventh or eighth among all American cities in value of building permits -- seventh in 1929 -- second in February, 1930! With the exception of New York, it was the only large city to show a gain over 1928.

Already one of the largest, most productive of America's Number 1 markets, Milwaukee is growing steadily in population and expanding proportionately in needful building. Here is a market where steady progress and unique stability assure growing returns for advertising dollars -- a market where profits are increased by low cost one-paper coverage of more than four out of every five homes.

# THE MILWAUKEE JOURNAL

FIRST BY MERIT

Read by More Than Four Out  
of Five Milwaukee Families

Black and White -- Four Color --  
Magazines -- Columns -- Subscriptions

ness those who are not fundamentally sound.

Of course, when a manufacturer is making a patent medicine and is trying to take advantage of the weaknesses and foibles of the sick by offering a hope of health at a small cost, he will impose on a lot of people. There are always a lot of credulous people. I am in favor of restraining by force anything that would actually damage or harm the health of the public. On the other hand, I am in favor of being "loose" when it comes to making general claims. I am in favor of this not because I believe that lying is the best policy, but because I believe that the man who yells too loud will hurt himself. The man who lies too hard will likewise hurt himself. But I do not believe in censorship, in movements to take away the freedom of action or of talking as long as it is not libelous or does not tread on the rights of others. I believe in an advertiser expressing his personality and if he can do so by fighting the claims of his competitors skilfully and well, then more power to him.

The public generally is not interested in how advertising operates or in its truth. It is just the 10,000 or 20,000 advertisers who are concerned in what advertising will do and how it ought to be used. What a few people do is not going to kill advertising among that group, particularly among those who know how to use it and who recognize it as a great force.

I do not see any reason to get alarmed because one manufacturer knocks the advertising of another.

### Gerald Page-Wood Joins Williams & Cunnyingham

Gerald Page-Wood, for fifteen years with Erwin, Wasey & Company, Ltd., Chicago, the last five years as vice-president and secretary, has been elected vice-president and a director of Williams & Cunnyingham, Inc., advertising agency, also of that city.

### Joins Geyer Publications

Walter E. Edwards, formerly space buyer with The William J. Grover Company, Lima, Ohio, advertising agency, has joined the Geyer Publications, as Central Western manager. His headquarters will be at Cleveland.

### Appoints Batten, Barton, Durstine & Osborn

The Vacuum Oil Company, New York, has appointed Batten, Barton, Durstine & Osborn, Inc., to place the advertising for Mobilgas in Pennsylvania. Mobilgas is the new gasoline brought out by the Vacuum Oil Company and marketed through distributors in the State of Pennsylvania and some other restricted sections.

The advertising of Mobiloil will continue to be placed by The Blackman Company, New York advertising agency.

### Curtiss-Wright Accounts to Cutajar & Provost

Cutajar & Provost, Inc., New York advertising agency, has been appointed to direct the advertising accounts of the Curtiss-Wright Flying Service, Inc., New York; the Curtiss-Wright Airport Corporation, and the Curtiss-Wright Export Corporation.

These appointments are in addition to this agency's previous appointment to direct the advertising of the Curtiss-Wright Sales Corporation.

### Towel Account to Richardson, Alley & Richards

The West Point Manufacturing Company, West Point, Ga., manufacturer of Martex and West Point towels, has appointed the Richardson, Alley & Richards Company, New York advertising agency, to direct its advertising account.

Wellington Sears & Company, New York, are the sales agents for the West Point company's products.

### Elected by General Outdoor

A. L. Bauers, formerly in charge of operations at Philadelphia of the General Outdoor Advertising Company, Inc., New York, has been elected executive vice-president in charge of operations of that company.

Charles A. Reynolds, formerly vice-president of the Bancamerica-Blair Corporation, has been elected executive vice-president in charge of finances of the General Outdoor company.

### H. O. Ward, Advertising Manager, Chrysler Export

H. O. Ward, formerly an executive in the central advertising department of the Chrysler Corporation, Detroit, has been made advertising manager of the Chrysler Export Corporation. He succeeds David H. Decker, who has entered the export publishing field.

### Congress Cigar to Lawrence Fertig

The Congress Cigar Company, Inc., Philadelphia, La Palina cigars, has appointed The Lawrence Fertig Company, Inc., New York advertising agency, to direct its advertising account.

The greatest week-day circulation plus the greatest Sunday circulation in Michigan plus the greatest advertising patronage in the world

*Remember these basic facts when considering America's fourth market — Detroit!*



# The Detroit News

THE HOME NEWSPAPER

**New York Office:**  
I. A. Klein, Inc., 50 E. 42nd St.

**Chicago Office:**  
J. E. Lutz, 180 N. Michigan

Member 100,000 Group of American Cities

IN 1929

In 1929 The Chicago Daily News carried more advertising of "Loop" department stores than any other Chicago newspaper, daily and Sunday combined

THE CHICAGO DAILY NEWS  
CHICAGO'S HOME NEWS PAPER

Advertising  
Representatives:

NEW YORK  
John B. Woodward,  
119-E. 42d St.

DETROIT  
J. R. Gool,  
241 General  
Motors Bldg.

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in the first two months of 1930 seven out of eight of these Chicago loop department stores placed an even greater percentage of their advertising in The Daily News than they did in the year 1929.

# GO DAILY NEWS

HOWSPAPER

YORK  
Edward, N.  
42d St.

DETROIT  
R. S. S. S.  
241 General  
Motors Bldg.

SAN FRANCISCO  
C. Geo. Kroeger  
308 Crocker Ist  
Nat'l Bank Bldg.

ATLANTA  
A. D. Grant  
711-712 Glenn Bldg.

Member of the  
100,000 Group of  
American Cities



New Circle Tower  
on Indianapolis's beautiful  
Monument Circle.

## INDIANAPOLIS marching in step with modern progress

An alert city, constantly  
building to keep abreast of  
its growing importance . . .

this is the reason for the impressive change, during the past few years, in the downtown Indianapolis skyline. For here is the metropolitan buying center of a thriving industrial and agricultural territory with a population of 2,000,000. This area, taken with the city, comprises The Indianapolis Radius . . . one of America's most inviting merchandising markets. Unsurpassed transportation facilities bind it into a single, compact sales unit . . . adequately covered by *one* — and *only* one — daily newspaper . . . at *one* advertising cost. A rich market that can be economically won and profitably held, because

*The News . . . ALONE . . . Does the Job!*



**The  
INDIANAPOLIS NEWS**

*Sells The Indianapolis Radius*  
DON BRIDGE, Advertising Director

New York:  
**DAN A. CARROLL**  
110 East 42nd St.

Chicago:  
**J. E. LUTZ**  
Lake Michigan Bldg.

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Business



# Chrysler Doesn't Believe in Cycles of Depression

The Automobile Industry, He Says, Does Not Anticipate Any So-Called Cycle of Depression Over the Next Five Years

Based on an Interview with  
Walter P. Chrysler

President and Chairman of the Board, The Chrysler Corporation

THE law of supply and demand always has been and always will be the determining factor in business stability and prosperity.

The economist, and particularly the technical economist, is more than likely to think, write and talk on business and industrial subjects in terms of cycles. A cycle is generally considered to be a complete circle or a definite period of time—a definite round of years.

While there are bound to be fluctuations causing peaks and valleys in business, I see no reason for forward-looking people to anticipate definite periodical cycles of depression. In other words, it certainly does not follow that depression is inevitable because of one, two or even ten years of prosperity.

I wish to reiterate my often expressed belief in the soundness of American business and can foresee nothing in the next decade that will necessitate any radical adjustments in our business or financial set-up.

The economist who reasons in definite cycles of depression is in the same class with those who reason that we must have poor times every four years because of a presidential election.

The pessimist has inculcated in the minds of many people a certain timidity or hesitancy because of the false premise that because we have had good times (not boom times) we must have bad times. On the occasion of a national election the premise is that if a certain party takes office the country is going to ruin.

Business and finance are not



pendulums that swing within given limits and, regardless of certain recessions caused by war, drought and other calamities affecting us nationally, the swing has been constantly upward.

The mythical cycles of depression are caused by two factors—over-production and abatement of demand. Both causes can and are being corrected by a closer study of public needs on the part of industry, liberal credits and public confidence.

In the automobile industry, with which I am most familiar, we do not anticipate any so called "cycle of depression" over the next five years. Estimates from reliable sources anticipate the production during this period to be 26,000,000 automobiles, or an average of

5,200,000 vehicles per year. If these estimates are realized, and they are a reasonable and conservative expectancy, it will actually constitute an increase of 14 per cent from 1930-1934 as against the period of 1925-1929.

Conceding that 1930 will show a decrease over 1929, it is still generally believed that 1930 will equal or surpass the production records of any year previous to 1929.

The foregoing figures are not merely guesswork but rather represent the consensus of opinion not only of motor manufacturers, but economists and statistical organizations as well.

The basic facts of what may appear to be an optimistic forecast are as follows:

1. That only a small percentage of our population was affected in the recent stock market recession.
2. That our national wealth was in no wise impaired except in paper value of securities.
3. That wealth is more widely distributed than ever before in this country.
4. That the banking situation throughout the country has been materially strengthened by the withdrawal of large blocks of money from the call market, thus easing bank credits and making plenty of money available for local enterprise and improvements.
5. That saving bank deposits are on the increase, February showing a decided gain over January, 1930.

Now in expressing my opinion I am not attempting to produce a panacea for economic ills. I do not propose to quarrel with the use of the word "cycle" if that appears to be an accepted word for business fluctuations. However, I do emphatically protest the interpretation that cycles must be recurrent in any definite period.

There are just two principal causes, barring acts of God, for these fluctuations or cycles—optimistic error and pessimistic error.

Our industry has made substantial inroads in reducing optimistic error to a minimum and 1930 more than ever before finds us striving to put production on a basis with current demand with a surplus to meet what we confidently believe

to be a reasonable expectancy.

Through such great fact finding organizations as the National Industrial Conference Board, the U. S. Department of Commerce, the U. S. Department of Agriculture, the U. S. Department of Labor, the National Bureau of Economic Research and many others, we have at our elbows the charted past and much information with which to face the uncharted future.

The pessimistic error is a little harder to analyze and still harder to correct, and being purely a psychological influence it is far reaching in effect. So far as industry is concerned, pessimism is rather easily dispelled by calm, patient analysis, but it is a long, tedious process to convince the public that a crisis has been safely passed.

The comparatively mild depression of the past few months is readily accounted for by both the aforementioned errors—the pessimistic error being the chief stumbling block to an immediate return to normalcy.

In the face of the foregoing we are reliably informed by one of the leading economists in America that invariably in times of depression savings bank deposits rapidly increase. Investigation today indicates that the statement is accurate—savings accounts have been going up step by step for several months past. While this indicates a laudable caution and retrenchment on the part of the individual in the face of doubt, it provides an increased buying power as the doubt disappears.

The cure for the present pessimistic error is a candid summary of the business outlook today.

Public works and private enterprise have projected improvements entailing an expenditure of over \$7,000,000,000 during 1930. An inestimable amount of men and materials will be required for these projects and with the speeding up of industry to supply materials and the consequent reduction in unemployment it is a safe assumption that we are well on our way out of the doldrums and even now the pessimist is on the run.

More important still is that

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America's greatest industry, agriculture, in spite of the usual spring uncertainties, has reason to look to the future with greater confidence than for many years past. The farm is the recognized frontier of American business and offers a practically unlimited market for the products of every industry in the land. This great industry embraces 6,500,000 farms and nearly one-third of our entire population—over 30,000,000.

The fact that the President saw fit to call an extra session of the national legislature to provide him the means of studying the farm problem is indicative of the co-operation that agriculture may expect in the future.

Congress enacted a law which brought into being the Federal Farm Board and provided the Board with tools with which to work, namely, an appropriation of \$100,000,000. A second \$100,000,000 has been appropriated in a deficiency bill which was recently passed. This sum is now at the disposal of the Farm Board.

This Board, appointed by the President, is composed of eight men—the most diversified and most representative men available at this time, whose experience in finance, marketing, production and farm journalism will give us the true picture and suggest remedies.

The direction in which this Board is moving, rather than the speed it is making, is indicative of the splendid calibre of its members and the wisdom of the President's appointments. I believe the findings of this Board and its active personal co-operation with Farm Bureaus and other marketing associations will be productive of real results. I confidently expect a new and better economic alignment between agriculture and industry.

With business, agriculture and labor working shoulder to shoulder—with calm, patient and intelligent leadership in government and industry—with practically the whole world at peace and with promise of better international understanding, I am at a loss to comprehend by what process of calculation the

economist can look forward to our next "cycle of depression."

In conclusion let me say that I am supremely confident of our continued national prosperity. In spite of the recent shrinkage in paper values of corporation stocks, our national wealth is unimpaired and, in fact, is more widely distributed than ever. We have an abundance of raw materials, we have unlimited power, we have a favorable climate, just laws and a population disposed to work and proud of its work. To all these elements add *good transportation*, and I submit that what happened in the stock market six months ago, painful as it was to individuals, is an inconsiderable incident in our national economy.

### J. H. Teagan, Sales Manager, Gar Wood, Inc.

J. Howard Teagan, formerly with the Chrysler Corporation in charge of export of marine motors and Fargo trucks, has been appointed sales manager of Gar Wood, Inc., Marysville, Mich. speedboats. He was also, at one time, with the Hupp Motor Car Company for sixteen years, first as assistant sales manager, and later, as export manager.

### To Direct Ampco Golf Club Campaign

An advertising campaign, using sport magazines, for Ampco Golf Clubs, manufactured by the Ampco Metal Golf Club Division of the Allen-Hough Carryola Company, Milwaukee, is being directed by Neisser-Meyerhoff, Inc., advertising agency of that city. The Allen-Hough company recently acquired the golf club concern.

### Made Eastern Representative, "American Lumberman"

Franklin MacVeigh, for seven years with the Chilton Class Journal Company, Philadelphia, and, more recently, sales manager of Chapman & Bertram, Inc., Chicago, industrial motion pictures, has been appointed Eastern representative of the *American Lumberman*, Chicago.

### Reo Sales Executives Advanced

Clarence E. Eldridge, formerly general sales manager of the Reo Motor Car Company, Lansing, Mich., has been made assistant to the general manager of that company, in charge of general assignments.

Elijah G. Poxon, formerly assistant general sales manager, has been made general sales manager.

## Death of Edward Freschl

**EDWARD FRESCHL**, pioneer and pace-setter in national advertising in the hosiery industry, died at Milwaukee last week. He had been president of the Holeproof Hosiery Company, of that city, since 1911. For many years previous, and throughout his eighteen years as head of the company, he was the guiding spirit in Holeproof advertising policies.

Mr. Freschl was one of that small group of manufacturing executives who had an early faith in the power of advertising as a factor in distribution. The entrance of the Holeproof company into the field of national advertising, in 1905, marks him as probably the first to apply its force to the hosiery industry. Certainly he was one of the first, and there is no record of any consistent national hosiery advertiser before that date.

More important than the matter of actual priority, however, was the sustained vision with which he supplemented his confidence in advertising. For to him belongs credit for several important developments in hosiery advertising and merchandising which have played a material part in the progress of the industry.

The advertising world first sat up and took notice when, shortly after the company started to advertise nationally, a six-month guarantee on Holeproof hosiery was announced. The guarantee feature was advertised extensively. Subsequent changes in buying habits rendered durability subordinate to appearance as a selling appeal for hosiery, but the guarantee was faithfully carried out by Holeproof and other companies for many years and thereby played a part in building public confidence in advertising.

Another innovation came in 1915, when the Holeproof company for the first time advertised rayon hosiery. This, too, was a bold step for the time and one which, by its success, contributed to the store of evidence that honesty in advertising pays well.

The employment of world-famous artists to create illustrations for his advertisements was another of Mr. Freschl's ideas. He held the belief that the standard of advertising should be brought to the plane of dignified art and in his own advertising consistently worked toward that end.

He was fifty-three years old at the time of his death.

## United Business Publishers Advance Rodney Derby

Rodney Derby, manager of the advertisers' service department of the United Business Publishers, Inc., New York, has, in addition, taken charge of the merchandising and publicity department of that organization, succeeding C. A. Brown, resigned. As director of publicity, Mr. Derby will have charge of public relations and institutional promotion. He has been with United Publishers twelve years.

He will be assisted by Nelson B. Keyes, Jr., who has been made assistant publicity director,\* and by John M. Hazen, who has been made art director of the advertisers' service department. Mr. Keyes has been with the United Publishers for several years.

## F. E. Borer with William J. Grover Agency

Frank E. Borer, for nine years advertising manager of The Garford Motor Truck Company, and, for the last year, advertising manager of the Annandale Corporation, Los Angeles, has joined The William J. Grover Company, Lima, Ohio, advertising agency, as an account executive.

## Helena Rubinstein Account to Hirsch Agency

Helena Rubinstein, Inc., cosmetics and beauty preparations, has placed its advertising account with the Hirsch Advertising Agency, New York, effective July 1. Magazine and black and white and rotogravure newspaper advertising will be used.

## Harman Publishing Company Appoints C. D. Sternfels

The *Southern Architect and Building News*, Atlanta, published by the Harman Publishing Company, has appointed the Charles D. Sternfels organization, publishers' representative, New York, as its Eastern advertising representative.

## Utica Agency Has Uniform Account

The Utica Uniform Company, Utica, N. Y., has appointed Devereux & Smith, Inc., advertising agency of that city, to direct its advertising account.

# from SOUP to NUTS . . .



Each year over two billion dollars worth of foodstuffs are required to satisfy New York's huge appetite. ▲ ▲ ▲ ▲

A large share of this total finds its way to the tables in more than 600,000 homes where the Evening Journal is read each evening. ▲ ▲ ▲ ▲

As evidence: during the year 1929, the Evening Journal led all New York newspapers in Grocery Products Advertising and in Grocery Chain Store Advertising. ▲ ▲ ▲ ▲

Do the products you have to sell belong to either of these important advertising classifications? ▲ ▲ ▲ ▲

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REPRESENTED NATIONALLY BY THE  
RODNEY E. BOONE ORGANIZATION

# HUNGER



Nobody ever sold much food that folks didn't want—and hunger is the basis of want of food. By the same token nobody ever sold much food that folks couldn't buy conveniently.

So to the Boone Man advertising to make people want your product, is inseparable from the thought of distributing your product so that it may be readily purchased.

## NEWSPAPER ADVERTISING

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The Boone Man represents sixteen important newspapers in ten great American markets and besides his ability to discuss your opportunity in those ten cities he has at his disposal an efficient merchandising staff in each center to aid in developing the market for your goods.

**CALL THE BOONE MAN**



**RODNEY E. BOONE ORGANIZATION**

**CHICAGO**  
Hearst Bldg.

**NEW YORK CITY**  
International Magazine Bldg.  
57th Street at 8th Avenue

**DETROIT**  
General Motors Bldg.

**BOSTON**  
5 Winthrop Square

**PHILADELPHIA**  
Fidelity Philadelphia Trust Bldg.

**ROCHESTER, N. Y.**  
Temple Bldg.

New York Journal  
Boston American  
Albany Times-Union  
Rochester Journal  
Syracuse Journal

*Evening*

Chicago American  
Detroit Times  
Baltimore News  
Washington Times  
Milwaukee Wisconsin News

Boston Advertiser  
Albany Times-Union  
Rochester American

*Sunday*

Detroit Times  
Baltimore American  
Syracuse American

**BASED ON SERVICE**

Someone wrote us  
a letter the other day  
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is a two newspaper  
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how big a job  
you can do with  
the Detroit Times  
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is a huge one  
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is larger.

**"THE TREND IS TO THE TIMES"**

*Represented nationally by the RODNEY E. BOONE ORGANIZATION*

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# Copy for the Ear vs. Copy for the Eye

Radio Copy Has Its Own Technique—Its Effectiveness Is Largely Dependent on Suitability to Announcer

By Bernard A. Grimes

**A**DVERTISING over the radio has created new problems in the preparation of copy, for the advertiser's radio message must aim at the ear of Mr. and Mrs. Public. Hearing, instead of seeing, must be made believing.

To be most effective, copy should be dressed to fit the individuality of the announcer who is the advertiser's spokesman; he may spark on one type of copy and fall flat on another. "Bookish" copy makes it difficult for the spokesman to be natural, and deprives the advertiser of the advantage of fully capitalizing his announcer's personality.

Arrangement of the copy and the manner in which it is read may make a short commercial credit, or advertising message, seem long and tedious to the listener-in, or it may make a long message seem short. These considerations have an important bearing on the length of the advertising message. This angle was described in a previous article\* which reported the answers to three questions which were part of a questionnaire survey addressed to advertisers and advertising agency executives.

On the question, "How should copy for the radio differ from printed copy?" it is held, by the majority of those who answered, that radio copy has its own technique. At the same time, others feel that there is little or no difference, carrying out their belief by devoting much of their commercial credit to a reading of publication copy.

Here is a consensus of opinion of those in favor of specially designed copy:

Copy written for the eye when read to the ear sounds forced and

impersonal. It lacks the background of illustration and type arrangement which give the eye message atmosphere and desired emphasis. Radio copy should be friendly and conservative to a degree that is not absolutely essential in some printed advertising.

Copy prepared for the ear would seldom be adaptable to publication advertising. It would be too "talky" and too repetitious. In printed matter you can bring a series of adjectives together and ideas can be concentrated in a few words. With radio copy, ideas must often be described in more words and these should be euphonious. Unfamiliar and polysyllabic words should be avoided.

Words must be chosen that will not be mistaken for other words similar in sound. Sequence may make clarity of enunciation difficult and one word following another might not receive its proper emphasis, thereby necessitating reconstruction.

This position quickly proves itself, it is stated, when we consider that people do not write as they talk nor talk as they write. While time on the air, like publication space, must be used to yield the utmost, economy is achieved by different methods. In type, one statement can be made and it can be studied at the will of the reader. The listener-in can't do this and radio copy must be written to register impressions again and again without being monotonous.

Inasmuch as radio copy is prepared in typewritten form, it is advised by one advertising agency executive to avoid submitting it to too many people for criticism. There is danger in the immediate psychological reaction to edit; to make the copy symmetrical; to change the tenor of statements. Gradually with each revision, the

\*"What Determines the Length of Copy Over the Radio?" March 20, page 105.

copy becomes literary, and, consequently, when it goes over the air, sounds that way. The announcer is loaded with the burden of talking printed matter and the effect is as bad as when a spoken sales solicitation is run in print. Both are the wrong roads to a common objective.

Because of this tendency to apply visual yardsticks to material designed for the ears, one agency executive recommends that commercial credits should always be read to a client. Instances were recited to illustrate the effectiveness of the policy. Clients have been enthusiastic with copy read to them. Later, when shown the same copy in manuscript, they found all manner of fault.

Besides the temptation to make changes, an advertiser's reaction may not be a true response to the copy for this reason: The copy may be planned for an evening broadcast to reach people intent on being entertained; its advance reading takes place in the office and what is said about the product sounds like poor business, because of a lack of aggressiveness and detail. Inject more of these elements and the same advertiser, on hearing the actual broadcast, would condemn the plugging as overdone.

In contrast to these beliefs that radio copy should be specially prepared, there are programs which introduce a reading of publication advertising. One instance is the Ipana Troubador program. Here the latest commercial credits quote magazine copy almost word for word. Fleischmann's programs quote the doctor's testimonial which is used in printed advertising. In this latter case, this is done for a definite reason. The testimonial was dropped for a while. So many letters were received from the medical profession asking on what authority Fleischmann made its statements regarding its product, that the testimonials were resumed. With the resumption, negative letters from the medical profession ceased. Lucky Strike and several other advertisers read important phrases

from their publication copy.

But there is the belief in some quarters that when an advertiser prepares a message that warrants public attention, it will get over whether printed or spoken.

More experience with radio advertising probably will in time develop a well-founded technique, which will take into account the differences between visual and auditory impressions. When that does develop, the technique will be found to be made up of words which are not only readily understandable, but which will also convey a picture to listeners by arousing associations and implied meanings.

In the meantime, work on radio copy is said to be giving copy writers a new slant on their work. "I know of many copy writers," said one executive, "whose viewpoints have undergone a change as a result of hearing their copy read in front of the microphone. They get a sense of impressions that is valuable in preparing their copy to be read in type."

\* \* \*

It has been mentioned that commercial credits should be couched in words that convey a picture. How successfully this is done, it was stated, depends on two things, which are really one: The ability of the copy writer to prepare a message that fits the personality of the announcer, and the ability of the announcer to make the most of the message.

On this phase of program construction the survey brings out some decided recommendations, one of which is that an advertiser should never write a commercial credit without having the announcer's personality definitely in mind. Selection of an announcer should be akin to the care which is exercised in the choice of typography for a printed advertisement. In fact, it was stated that the announcer is to radio what type face is to printed matter. Every part of the program builds up to the advertiser's message—the purpose of his expenditure. Responsibility for effective delivery, provided the message is right, rests with the

## ***Primer Stuff--***

If you want more business than you have, you've got to have more prospects. That's primer stuff.

If your present group of actual and potential customers isn't materially greater than it was years ago, you can't expect much more from them than you're getting.

To advertisers in Chicago's evening field who are ignoring or merely pecking at the Chicago Evening American market, we urge a re-reading of the above.

Since the Chicago Evening American took the lead in circulation in Chicago's evening field it has gained over 184,000 copies daily, the second paper but 64,469. The Chicago Evening American is now in its ninth year of circulation leadership in Chicago's evening field, and for over four years has led by more than 100,000 copies daily.

Ask the Boone Man to point the moral to all this.

## **CHICAGO EVENING AMERICAN**

a good newspaper

*Now in Its 9th Year of  
Circulation Leadership in  
Chicago's Evening Field*

**National Representatives:—RODNEY E. BOONE ORGANIZATION**

man who becomes the advertiser's mouthpiece.

The announcer, in some cases, co-operates in the preparation of the message, making suggestions here and there. Other copy is prepared with a particular announcer in mind so that his personality will add to the effect of what is said. This procedure is followed down to the smallest detail. For example, when Graham McNamee chuckles in one of the programs he announces, he is adhering to the script, which calls for a "chuckle."

Obviously, such made-to-order copy is not suitable for chance assignment. An instance was reported when a switch in plans did not allow time to change copy, with a result described as terrible. In another case, a change in announcer doubled results from the same commercial credit.

Commercial credits, in this respect, are like a suit of clothes which will show off to advantage on one announcer and be a misfit for another, who needs a different style. For this reason, stuffed-shirt copy is recommended for stuffed-shirt announcers, informal talks for those whose personality allows them to come into the family circle as a neighbor or old friend, and so on with other types of individuals. Where announcements require special treatment, the broadcasting companies offer clients an announcer-audition, in which several announcers read the same copy. The client picks the individual whose voice and manner please him most. The advertiser, of course, should select the personality that best harmonizes with the copy, to the end that the effect on the listener will be as desired.

A succeeding article will be devoted to a summary of opinions concerning the kinds and uses of various copy appeals.

### E. E. Williams Appointed by Larsen Agency

Edward Ewing Williams, formerly art director of the Bartlett-Orr Press, New York, has been appointed vice-president and secretary of Victor Larsen, Inc., advertising, of that city.

### New York Agency Council Elects Directors

At the annual meeting, last week, of the New York Council of the American Association of Advertising Agencies, the following were elected members of the board of directors:

Robert K. Leavitt, The G. Lynn Sumner Company, Inc.; J. L. Anderson, The Erickson Company, Inc.; J. M. Cecil, Cecil, Warwick & Cecil, Inc. and A. W. Hobler, Erwin, Wasey & Company. They succeed Kenneth Groesbeck, The H. K. McCann Company, Inc.; Courtland N. Smith, Richardson, Alley & Richards Company, Inc.; F. J. Kaus, Biow Company, Inc., and Fred H. Walsh, Newell-Emmett Company, Inc.

The meeting had a large attendance of representatives of agencies, for, in addition to members, invitations had been extended to a number of non-agency members. Alvin E. Dodd, assistant to the president, Sears, Roebuck & Company, was the speaker of the evening. Excerpts from his address, which was broadcast, appear elsewhere in this issue. The remainder of the evening was given over to a program of entertainment by radio artists.

### Advanced by Underwood Typewriter Company

A. E. Tongue, for the last seven years engaged in advertising and sales promotion work with the General Office Equipment Corporation, has been appointed manager of the publicity division of that organization and the Underwood Typewriter Company.

W. D. M. Simmons, for the last sixteen years with the Underwood company, has been made sales manager of the school sales division of both companies. He will also act as associate manager of the publicity division.

### A. E. Wright with Lord & Thomas and Logan

Arthur E. Wright, formerly an account executive at Chicago with Erwin, Wasey & Company, has joined the copy staff at Chicago, of Lord & Thomas and Logan, Inc. He was, at one time, with Henri, Hurst & McDonald, Inc., also of Chicago.

### In Charge of Hearst Promotion on Pacific Coast

Lester Hopper, formerly promotion manager of the Seattle *Post-Intelligencer*, and later with the New York *American*, has been placed in charge of the promotion activities of the Hearst newspapers of the Pacific Coast.

### W. M. Price with Bott Agency

William M. Price, formerly with Auspitz-Lee-Harvey, Chicago advertising agency, has joined the copy department of The Bott Advertising Agency, Little Rock, Ark.



# Fair enough, what?

THE purposes of our advertising and the activities of our selling force are not exclusively devoted to soliciting *business*, so far as new prospects are concerned.

That which we solicit is simply an opportunity to show the buyer of printing that the

**Charles Francis Press  
organization can be  
of real service to him**

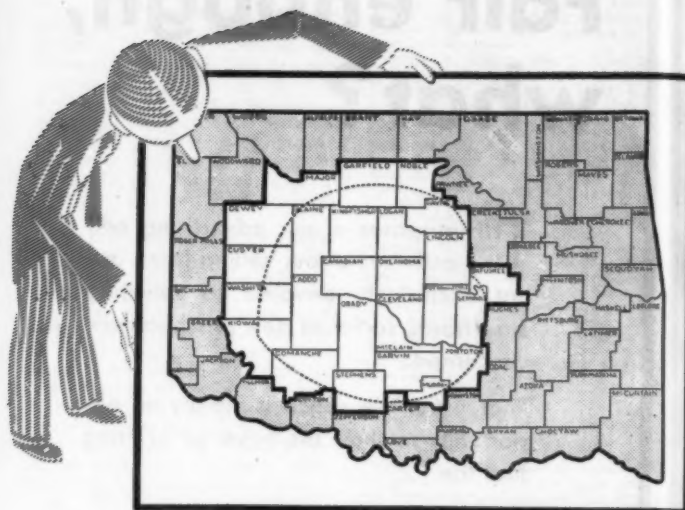
Why not meet us half-way? Give us this opportunity. It takes but a few moments' time, and may result in your getting a new slant on the possibilities of your printing.

## Charles Francis Press

Printing Crafts Building

461 Eighth Avenue

New York



**NO MATTER HOW YOU  
CUT THE PIE . . . . .  
... THE OKLAHOMA CITY MARKET  
GETS THE LARGEST SLICE**

Most nationally known market authorities are in accord when giving Oklahoma City the largest,\* richest area in the state as its trade territory. While shapes and sizes vary in some cases, in all delineations these authorities have no hesitancy in giving Oklahoma City the largest market area of all cities in Oklahoma and ranking it first in population, spendable income, merchandise outlets, transportation facilities, and all other factors which establish an area as the leading, most desirable sales territory in its state. Substantiating facts are given at the right.

The A. B. C., 68-mile Oklahoma City Market, illustrated above, is the third largest in area and second largest in population among all 18 cities in the United States of 150,000 to 200,000. The milline cost of the Oklahoma and Times is 7.6% lower than the average of newspapers in the same group of cities. These comparisons should prompt advertisers, wanting maximum sales at minimum cost, to increase their 1930 line-

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Katz Special Adve

the 26 county, 75-town, million-person Oklahoma City Market, consider that here the Oklahoman and Times will give them out 16,500 more circulation at one-half the advertising cost than 18 other dailies in this area combined, including the third Oklahoma City newspaper.

**36 %** —of Oklahoma's total population is in the Oklahoma City market.

**393 %** —of Oklahoma's total spendable income is in the Oklahoma City market.

**54 %** —of the raw material value of Oklahoma is in the Oklahoma City market.

**415 %** —of the retail outlets in Oklahoma are in the Oklahoma City market.

**444 %** —of the wholesale outlets in Oklahoma are in the Oklahoma City market.

**46.2 %** —of the automobiles registered in the state are in the Oklahoma City market.

**33.9 %** —of the gasoline tax paid in Oklahoma is in the Oklahoma City market.

**45.6 %** —of the families with telephones in the state are in the Oklahoma City market.

**40 %** —of the electric consumers in the state are in the Oklahoma City market.

**75 %** —of the petroleum produced in Oklahoma is in the Oklahoma City market.

**78 %** —of the total Oklahoman and Times circulation is in the Oklahoma City market.



# THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*The Oklahoman Publishing Co.*  
**THE OKLAHOMA FARMER-STOCKMAN**

Katz Special Advertising Agency New York Chicago Detroit Atlanta Kansas City San Francisco Dallas

**During 1929  
THE FARMER'S WIFE  
Pattern Department  
showed a sales increase  
of 24.3% over the year  
1928.**

**Also, for the first quarter  
of 1930, this department  
shows a steady increase.**

## THE FARMER'S WIFE

The Magazine for Farm Women  
Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Advertising Office  
1806 Bell Bldg.  
307 N. Michigan Ave.  
Chicago, Ill.

Wallace C. Richardson, Inc.  
Eastern Representatives  
250 Park Avenue  
New York City

Member Audit Bureau of Circulations

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# The Scope of Advertising Agency Service

Why Advertisers Don't Prepare Their Own Advertising

By Aesop Glim

I HAVE never yet met an adult person—male or female—who didn't feel quite capable of writing an advertisement. There has probably never been an advertiser of any importance who did not receive a steady stream of unsolicited suggestions and criticisms of his advertising from the public. (If you missed the PRINTERS' INK article on Chesterfield advertising suggestions from the public, I recommend that you look it up.\* The experiences of that manufacturer are quite typical of what every major advertiser knows.)

Since every man and woman—and particularly every member of a manufacturer's own staff—knows how to write advertising, why should there be advertising agencies? Even though this is an age of specialists, we could go too far with specialization. The question is whether advertising agencies are self-appointed parasites or necessary and justified adjuncts of modern business.

The history of advertising is not terribly important—but it is mildly interesting and may furnish a clue to the present status of the agency.

On a piece of papyrus from ancient Egypt we find an advertisement for a runaway slave—possibly the original want ad. On the walls of Pompeii we find political advertisements—Don't vote for Caius Appulius; he's a bum. Vote for Cladius Septimus, the friend of the people. In the middle ages the town crier picked up a bit of change by announcing that—Mine host of the Boar and Crown hath received from Smyrna a hogshead of rare and delicious vintage—to be had at two pence the cup.

In the fifteenth century the printing press was invented, making possible multiple reproduction of written messages. In the earliest books

we find advertisements for other publications by the same printer—house advertisements. Then an advertisement for a rare new beverage, for those who must be watchful (stay awake)—coffee from Arabia.

Next came handbills—followed by a slow increase in the advertising of merchandise in publications, the first newspapers—the copy written by the merchant and inserted largely at his own instigation.

Toward the end of the nineteenth century, magazines and newspapers had attained importance editorially—and the advertising agent made his appearance—as a self-appointed broker and salesman for advertising space in those publications. He bought space wholesale and retailed it at a splendid profit. From time to time he wrote the copy for the advertiser, as an inducement to close a sale. This inaugurated the gold brick era of advertising—no appreciable censorship of either products or claims made for the goods. But in this period publications reached a state where their real income came from advertising, rather than from subscriptions. And the difference in revenue made any return to the former status impossible from the standpoint of good business.

However, the abuse in advertising rates and discounts soon brought about a violent reaction. The agent's discount fell from the 25 per cent which had become more or less standard, to a meager 10 per cent.

Meantime common sense began to assert itself. Certain agents, recognizing both the abuses of the then current methods and the possibilities of advertising when well directed, banded together to establish principles and practices of both fair and efficient operation. The commission was returned to the 15 per cent, which is now virtually standard; through the Audit

\*"In Copy It's Nuance—Ask Chesterfield," January 30, 1930, page 17.

Bureau of Circulations, publications became known quantities as to volume of circulation and class of readers reached; through the American Association of Advertising Agencies, many of the present standards of practices and operations were established.

Today the advertising agency still operates on a commission basis in most cases, but we find the agency an organization of writers, artists, merchandising men, media specialists, counsellors in almost every phase of modern business. The comprehensive service they render demands a full 15 per cent commission in order that there may be a final net profit to them of 2 to 4 per cent.

Wherefore, to answer our original question, it appears that the advertising agent of today is both self-appointed to his functions and justified and necessary to them.

In order to earn his commission, he renders a service so complete and specialized that the advertiser is rarely justified in trying to establish his own advertising department to prepare his own advertising. The ways and means of obtaining maximum efficiency from advertising—so far as they are now known—amply justify the specialization which advertising agency men offer—when thoroughly trained and widely experienced.

The difference—in results—can vary so widely in proportion to an advertisement's efficiency as to make the agency commission an insignificant item. I would say that it is difficult to write a harmful advertisement—harmful in the sense of injuring the advertiser's business. You would have to seek ways and means of doing that. The poorest advertisement, written sincerely, would at least afford a certain amount of name publicity. I would rate such an advertisement as 20 per cent efficient.

But any difference between that 20 per cent and an ideal 100 per cent must arise from knowledge (experience) together with constant study—of mediums, art, copy, layout, typography and psychology, all in terms of modern business methods. All of that is what the successful advertising agent offers.

His commission is an incentive to create new business and to build the business he already has. From these two sources come his greatest chances of growth for himself. There have been agents who said, "Let me have each account for two years and I will make all the money I need." But against that attitude, a good many agents are glad to break even on the first two years service to any account, making their money by holding the account after a comprehensive and efficient service to that account has been established.

\* \* \*

It might well be said that the term, "advertising agency," is a misnomer. Advertising properly concerns itself with the selection of the mediums to be used and the copy, art, layout and typography with which the space in the mediums is to be filled. Why then should an advertising agency concern itself with any or all of the other functions of business?

Self-protection—for a negative reason—demands that an advertising agency concern itself with a client's finances, manufacturing methods, the product itself and the selling methods thereof. If any of these is radically misdirected, the "best" advertising ever written cannot work at full efficiency.

For a positive reason, the advertising agency concerns itself with all these phases of a client's business, because any contribution the agency can make on non-advertising lines, as well as on advertising, must help the client's business to grow—and thereby his advertising appropriation. This is mutually profitable.

Advertising agencies have made important contributions to their clients; by helping them to establish banking connections; by suggesting changes in prices, discounts, margin of profit, etc.; by suggesting changes in the product itself, or its packaging; by suggestions on sales methods and policies.

At the least, an agency offers an outside viewpoint and the ability to gather unbiased information from an outside viewpoint.

\* \* \*

With the wide range of activity

MR. WEBSTER defines a "buyer" as one who "acquires at an accepted price."

HERE is a definition of some moment to buyers of space.

ASPIRATIONS are not purchases, and wishing and wanting are not having. Howsoever greatly we may deplore a condition that makes a considerable percentage of our populace under consumers in an era of over-producers, 'tis a fact of which advertising must take cognizance.

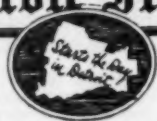
"HOPE deferred" may blossom into buying in some tomorrow, but today

is the stern thing about which we must be concerned in business. Therefore, "to sell" means to approach those who can "acquire at an accepted price."

IN Detroit The Free Press offers a buying audience representing the true spending power of the Fourth Market . . . a quarter million families week days, a third of a million families Sundays.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco



covered by the modern advertising agency, it is obvious that there is a place in some agency department for almost every type of person able to support himself through mental labor.

In the next few articles old Aesop Glim will endeavor to describe the functioning and the requirements of the major departments—for the benefit of those who either employ advertising agencies or aspire to the more profitable jobs in agency work.

### Western Advertising Golfers to Meet

The Western Advertising Golfers' Association will hold a spring tournament for members and guests at Excelsior Springs, Mo., during the week-end of April 11. George Hartman, J. L. Sugden Advertising Company, president, and H. G. Schuster, Chicago *Daily News*, secretary, are in charge of arrangements.

### F. J. Martin to Direct American Auto-Felt Sales

Frank J. Martin has been appointed vice-president and sales manager of the American Auto-Felt Corporation, Grand Rapids, Mich. He formerly was with the Hayes Body Corporation, Durant Motors, Inc., and General Motors Corporation.

### Wilson-Western Account to Homer McKee Agency

The Wilson-Western Sporting Goods Company, Chicago, has appointed the Homer McKee Company, Inc., Indianapolis advertising agency, to direct its advertising account.

### H. W. Donaldson Advanced by Chicago "Tribune"

Hugh W. Donaldson, formerly manager of the Chicago *Tribune* public service department, has been appointed assistant to W. J. Byrnes, manager of that newspaper's business survey department.

### Furniture Papers Combine

The *Furniture Buyer and Decorator*, a monthly, and the *Furniture World*, a weekly, both of New York, have been consolidated and will be published weekly under the name of the *Furniture World and Furniture Buyer and Decorator*.

### Joins Mace Agency

G. W. Conley, formerly with the Gushard Company, Decatur, Ill., department store, has joined the copy staff of the Mace Advertising Agency, Peoria, Ill.

### New York Art Directors Plan Lectures on Styling

The Art Directors Club of New York has completed arrangements for its 1930 series of lectures in art and advertising. This year the lectures, which will be given at the Home Making Center, Grand Central Palace, New York, will follow a new plan.

Instead of a group of separate subjects, the committee has arranged a program built around the central theme of styling. Speakers will discuss, in sequence, five steps in the art presentation of modern merchandise, beginning with the styling of a product and following it through all the way to the consumer. The speakers and their subjects are as follows:

"Styling Modern Merchandise," Vaughn Flannery, art director, Young & Rubicam, Inc., April 14; "Styling the Advertising Campaign," Kenneth Collins, publicity director, R. H. Macy & Company, April 21; "Styling the Advertising Page," Gustav Jensen, industrial designer, April 28; "Styling the Illustration," Joseph B. Platt, art director, *Delineator*, May 5, and "Styling Sales Promotion Media," Abbott Kimball, Lyddon, Hanford & Kimball, Inc., May 12.

### Puritan Malt Merged with Pabst Corporation

The Pabst Corporation, Milwaukee, malt and cheese products, and the Puritan Malt Extract Company, Chicago, have merged. The two companies will continue to operate separately. Economies to be effected through joint purchasing and research are the main objectives of the consolidation, according to Fred Pabst, president of the Pabst company.

### To Represent Latin-American Papers

Chalmers-Ortega, publishers' representative, New York, has been appointed advertising representative of *Biliken*, and *La Esfera*, both published at Caracas, Venezuela. Chalmers-Ortega has also been appointed to represent *Karikato*, Havana.

### Life Insurance Account to Syracuse Agency

The Farmers and Traders Life Insurance Company, Syracuse, N. Y., has appointed G. F. Barthe & Company, Inc., advertising agency, of that city, to direct its advertising account. Farm papers and newspapers will be used.

### Chicago "Tribune" Appoints G. F. Isaac

George F. Isaac, a member of the national advertising staff of the Chicago *Tribune*, has been appointed manager of sales of the radio department of that newspaper, which operates Station WGN.

An editorial in *Printers' Ink* of February 27, 1930

**Why  
Forecasting  
Is So  
Difficult**

The stock market crash occurred late in October and early in November. The real influx into Florida starts directly after the Christmas season. Predictions were promptly made that at least one of the effects of the market drop would be a marked diminution in the flow of winter visitors to that State.

It seemed a rather safe forecast. Surely people who had lost money in securities would not be particularly inclined to add to their expenses by taking a trip to Florida. Yet, all reports from Florida—and we are talking now of reports from disinterested sources—are to the effect that the number of visitors to that State this winter is as large as, if not larger than, any previous total on record.

These reports are substantiated by a report we have just received from a rather unusual source—a novelty jewelry salesman whose principal territory is the State of Florida. He tells us that his business there right now is larger—his actual orders from stores for novelty jewelry are greater—than they were even during the days of the Florida boom. What is even more astonishing, this salesman today ranks as the biggest producer in his organization, a position he showed not the slightest indication of achieving a few months ago. His orders top those of several other salesmen who have always before brought in 30 to 40 per cent more business.

We cite these two facts to prove only one thing—that the job of weather forecaster is surely a sinecure, when ranged alongside that vastly more difficult task of attempting to predict the movements of business.

—and now that the editor has told our story—no need for lily-gilding on our part. It's the old, old story—in Florida nowadays!

7 Days a Week—"Florida's Foremost Newspaper"

**The Florida Times-Union**  
JACKSONVILLE, FLA.

Represented Nationally by  
REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

Able-minded executives are continually practicing and teaching the doctrine of high wages. High wage scales increase Wage Earner buying power and increased buying power is prosperity.

Henry Ford has said: "Wages must not be reduced nor even stay at the present level—wages must go up"!

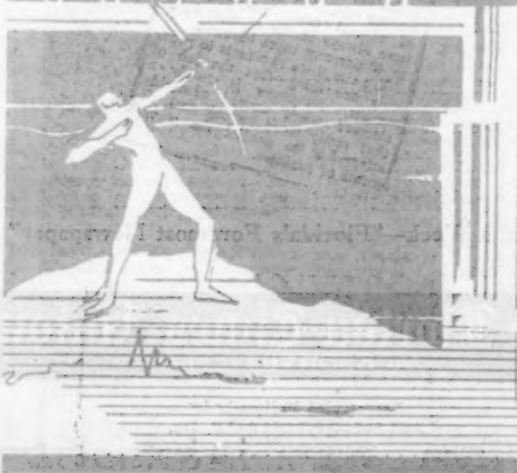
President Hoover called everyone's attention to the importance of high wages last fall.

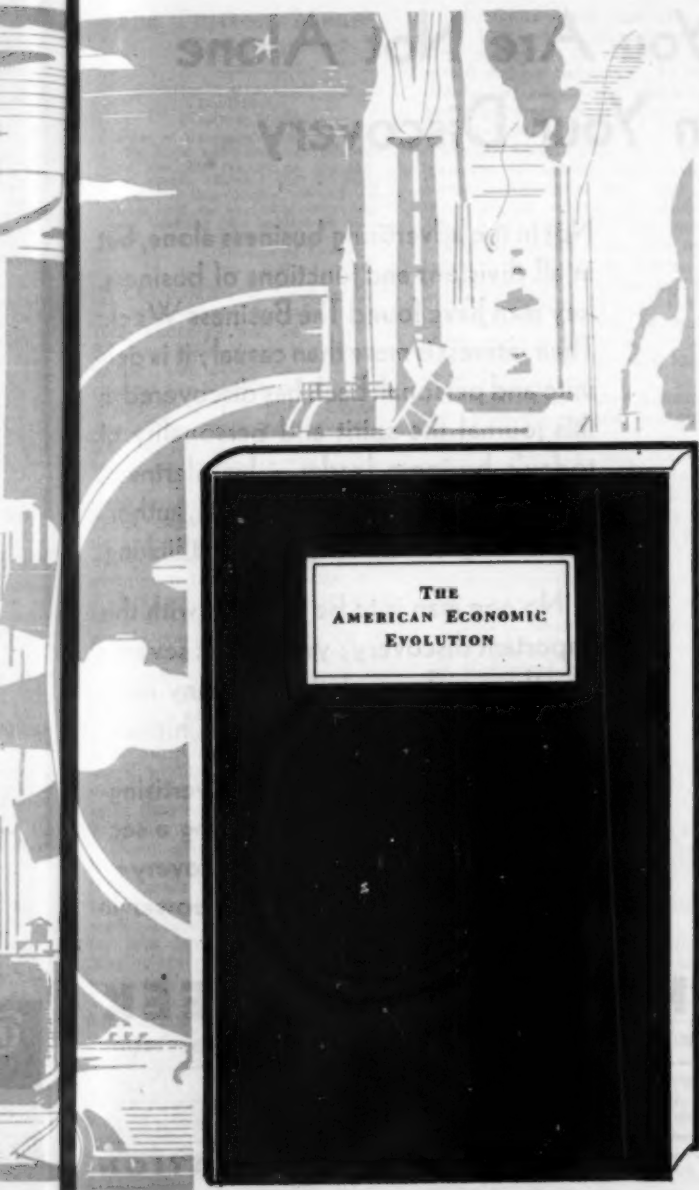
Seemingly, everyone is acquainted with the salient facts about the American Wage Earner market but there are innumerable important data beneath the surface which every advertising and sales executive should know.

We have just published a treatise on the American Wage Earner market which you'll want to place in your library. The volume has been appropriately named, "The American Economic Evolution". It contains nineteen chapters and each chapter develops a new phase of the Wage Earner market. Each of these chapters appeared in the leading newspapers last year.

You incur no obligation by writing for your copy of this book; we will gladly send it to you without charge. Just write to True Story, Graybar Building, New York, on your letterhead.

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# You Are Not Alone In Your Discovery

Not in the advertising business alone, but in all divisions and functions of business, key men have found *The Business Week*. Their interest is more than casual; it is definite and personal. Each has discovered in this journal the spirit and personality of today's business leader—his alertness, flexibility, speed, respect for facts, authority, courage and constructive thinking.

No one man is to be credited with this important discovery; yet at least seventy five thousand—probably as many more—have discovered it, each for himself.

As a natural consequence advertising and sales-minded men are making a second and equally important discovery—a new and greater advertising power in

## THE BUSINESS WEEK

The Journal of Business News and Interpretation

NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT  
ST. LOUIS • PHILADELPHIA • BOSTON • CLEVELAND  
GREENVILLE • LOS ANGELES • LONDON

A MCGRAW-HILL PUBLICATION

Apr. 3, 1930

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## The Thirteen Month Calendar

SUPERIOR SWITCHBOARD AND  
DEVICES CO.  
CANTON, OHIO

### Editor of PRINTERS' INK:

No doubt you have some information available relative to the thirteen month calendar that is being agitated in this country. Would you please send me any information you have covering this subject at your earliest convenience, and oblige.

THOMAS R. DAVIES,  
Sales Manager.

ACCORDING to George Eastman—famed as calendar reform leader as well as maker of Kodaks—Julius Caesar, Augustus Caesar and other ancients who changed the calendar to suit their whims were not good business men. How could they have realized, for example, that their work would, by creating a "Wandering Easter," cut down the volume of retail trade? Sometimes when Easter comes early, according to the reformers, loss of trade and unemployment are caused in the clothing and shoe industries.

Then, too, the present months, being unequal in length, are not exactly comparable. They do not contain a whole number of weeks, for weeks are split at the beginning and end of months causing split-week payrolls. The days of the week, under our present calendar, shift each year to different dates, so that some months have more days of definite economic value than others—some have four Saturdays or Sundays, others five.

These and other defects, say Eastman and his followers, distort true trends in business progress when comparative statistics are used. There is a difference of 11 per cent between the number of days in March and February. Cost accounting is made complicated. Work of the payroll department is made doubly hard. Changes of dates for holidays impose unnecessary burdens on people.

To offset these disadvantages, Mr. Eastman, some years ago, began to suggest adoption of the Cotsworth Calendar of thirteen standard months of twenty-eight days each, the extra month being inserted between June and July.

All months would thus have exactly four weeks, all months the same number of days, every month would end on Saturday. In addition to the advantages which have been mentioned, it is claimed that the universal adoption of this new calendar would lead to a faster turnover in money with thirteen annual settlements and that the same annual volume of business could be handled with less money.

The idea is not new. The name comes from Moses B. Cotsworth, a Canadian who pushed the idea thirty years ago. He is said to have adapted it from an Italian priest who proposed it in 1835. Our present calendar was handed us by Pope Gregory.

Some firms have used a form of the Cotsworth calendar for thirty years.

Sears, Roebuck was the first large mercantile concern to adopt the new calendar for 1930. In addition to Eastman, Sears and many paper companies, some other prominent users are:

Western Clock Co.  
Kendall Mills  
The Upson Co.  
Billings & Spencer Co.  
Carter's Ink Co.  
C. F. Church Mfg. Co.  
R. H. Foederer Co.  
Wm. Gilbert Clock Co.  
Fuller Brush Co.  
Graton and Knight  
Hearst Publications, Inc.  
Hickok Mfg. Co.  
Jewel Tea Co.  
Maytag Co.  
McCallum Hosiery Co.  
Todd Protectograph Co.

At least 100 other concerns are using the thirteen month calendar internally, for their own bookkeeping methods.

Many of them are enthusiastic. The Maytag Company says:

"We have thirteen sales climaxes during a year's period instead of twelve. We have found that salesmen will sell just as much, if properly organized, in a twenty-eight day month as in a thirty or thirty-one day month."

It must be understood that not all concerns listed above use the same plan. Some start each four-week period on Sunday, some on Thursday. Moreover, there are three different ways in which those companies which are using the

thirteen month calendar in their bookkeeping take care of the extra day beyond fifty-two weeks in each year and of the quadrennial leap day. They may.

1. Let the extra days accumulate until they amount to a week and then insert the week every five or six years in one of the thirteen periods. Whether it should be inserted during the fifth or sixth year depends upon how many leap years intervene. On these occasions one period, will have five weeks and allowance will have to be made for this in comparative statements.

2. Include the extra day or two days in leap years in the thirteenth period. This period would not be exactly comparable with the other periods, but there would be a difference of only 1/28 in ordinary years and 1/14 in leap years.

3. The third method used by some companies which do no business on New Year's Day is to exclude that day, adding only leap day to their calendar in leap years.

The third method is that used by Sears, Roebuck & Co.

In addition to the firms using the calendar for their own records nearly 500 firms have endorsed the idea of general calendar simplification and the adoption generally of the thirteen month plan. Those who have been working along these lines of acceptance by the whole world of a thirteen month calendar with a "Peace Day" or "Year Day" added to make the necessary 365 days in the solar year, now have the entire matter before the League of Nations and are hoping that the League will call an international conference for calendar reform. These advocates would like to see the new plan go into effect in all the world on January 1, 1933, which falls on a Sunday and would be the best year to start it until 1939.

A complete report has been made by a committee headed by George Eastman to the Secretary of State with the request that he present it to the League of Nations.

Now that the advantages have been presented, let us look at some of the objections. They were thus

listed recently by *Capper's Magazine* which presented also the advantages:

"First, under the new calendar there would be 13 business closings each year, instead of 12. This would increase bookkeeping and accounting. The number 13 is not divisible, as in 12, and in quarterly and semi-annual business statements fractional numbers would have to be employed.

"2—The public utility companies would have their expense in reading meters and mailing out bills increased 8 per cent. This would be passed to the consumer.

"3—The new calendar would necessitate 13 monthly payments of rent, telephone, etc.

"4—Many long-time leases and contracts, payable at a specified monthly rent rate, would immediately be thrown into litigation.

"5—The proposed calendar would change all former anniversaries, greatly complicating the work of the historian, and necessitating a double system of calendar reckonings.

"6—Every person whose birthday does not fall in the first 28 days of the month would have the date of his birthday altered.

"7—Such national holidays as the Fourth of July in America, Bastille Day in France and Empire Day in the British Empire would be changed.

"8—The thirteen-month calendar would give a different day each year to Sunday and to the seventh-day Sabbath observed by the Jews, Seventh-day Baptists and Seventh-day Adventists, thereby destroying their religious significance. The calendar has been revised several times in the Christian era, but not once has the weekly cycle been broken.

"9—The new calendar would entail great hardships on religious bodies and individuals whose consciences would not allow them to sacrifice their convictions regarding fixed religious days."

On the other hand, Paul Moore, vice-president and general manager of the B/G Sandwich Shops of Chicago, in a recent issue of *Chain Store Age* writes an interesting and convincing article based

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# An Average Housewife I Know Just Gave Me the Devil!

SEVENTEEN years ago, she, nineteen, and I, older, stood before a benign-faced gentleman who wore his collar hind-side-to and said certain words which made us kid our young selves into thinking that two could live as cheaply as one. Prunes in them days knew only one habitat and that was the boarding house where you reached for a Lucky and buttered your sleeve. Liver wasn't a meat—it was a *gift*. When you paid the genial groceryman you got a sack of lovely concrete candy, and when your wife's tightwad uncle, Obadiah, died and left you what he had buried out behind the barn in a Henry George Cigar box, you knew you'd never have to pay an income tax. ♦ ♦ ♦ But not today, *thank gawd!* Things are vastly different, and who wouldn't have them so? We eat better, live better, earn more, *spend* more. *Who* eats better? Boy, we do out *here*, and if you don't believe it, get an earful of *this*: Average expenditure for Foods per family, annually, in 11 principal American cities (U. S. Chamber of Commerce Survey) is \$522. But in Los Angeles it's \$754—a difference, mind you, of exactly \$232! What a *market!* And what a *newspaper* in which to tell *your* story! ♦ ♦ ♦ (P. S. She gave me the devil for telling her age.)

**LOS ANGELES EXAMINER**  
PUT YOUR MESSAGE BEFORE THE MODERNS

on his company's own experiences with the thirteen month calendar. He endorses it highly and shows how it will benefit all chain stores and others who want more simplified accounting and sales analysis. The whole question promises to be a very live one for the next few years.—[Ed. PRINTERS' INK.]

### J. S. Brear Joins Russell H. Van Tine

J. Scott Brear, formerly with the advertising department of the Atwater Kent Manufacturing Company, Philadelphia, and recently sales manager of the Johnsonburg Radio Corporation, has joined Russell H. Van Tine, Philadelphia advertising agency as an account executive.

### Appoints Lord & Thomas and Logan

The Quaker Oats Company, Chicago, has appointed Lord & Thomas and Logan, Inc., to direct, through that agency's London office, the advertising in England for Quaker Puffed Rice, Quaker Puffed Wheat and Quaker Muffets.

### New Advertising Business at Pittsburgh

Frank B. Charnatz, formerly with Bennetts, Inc., Pittsburgh, and J. Wesley Bradbury, formerly with the Pittsburgh *Post-Gazette*, have started an advertising business at that city under the name of Charnatz and Company.

### To Represent "The Oil and Gas Journal"

R. P. Clark, a member of the advertising staff of *The Oil and Gas Journal*, Tulsa, Okla., has been appointed Pacific Coast representative of that publication, succeeding the late C. R. Johnson.

### United States Rubber Advances C. M. Hammond

C. M. Hammond, who recently was appointed promotion and dealer cooperation manager of the United States Rubber Company, Detroit, has been made assistant advertising manager of the tire department of that company.

### G. W. Halston with "Smart Set"

George W. Halston, who has been with the Chicago *Tribune* for the last six years, has joined the Western advertising staff at Chicago of *Smart Set*, New York.

### Now Deep Rock Oil Corporation

The Shaffer Oil & Refining Company, Tulsa, Okla., Deep Rock gasoline, lubricating oils and petroleum specialties, has changed its name to the Deep Rock Oil Corporation. The corporate set-up has been so revised that the marketing and distributing subsidiaries of the company, formerly operated under individual names, now become completely merged in identity with the parent organization and take its new name. These units include the Home Oil Company, the High Test Oil Company and the Deep Rock Oil Company. Greater co-ordination of marketing effort is the purpose of the change in name and structure, according to John L. Gray, vice-president and general manager.

### H. F. Barrows Appointed by Industrial Advertisers

H. F. Barrows, president of the Chicago chapter of the National Industrial Advertisers Association and advertising manager of the Western Road Machinery Company, of that city, has been appointed third vice-president of the association. He fills the vacancy caused by the resignation of E. L. Becker, who is now an associate member.

### Grocery Chains Appoint Whipple & Black

Stark Brothers, Schenectady, N. Y., the Armstrong Grocery Company, Sharon, Pa., and the J. S. Hotchkiss & Brother Company, Meadville, Pa., all grocery chains, have appointed Whipple & Black, Inc., Detroit advertising agency, to direct their advertising.

### Henderson Sugar to Reese Agency

The Henderson Sugar Refinery, New Orleans, has appointed the Reese Advertising Agency, of that city, to direct its advertising account. A campaign calling for the use of newspaper and outdoor advertising will be used to feature Henderson Crystal Sugar.

### Shell Acquires Kentucky Independent Oil

The Shell Petroleum Corporation, St. Louis, has purchased the Kentucky Independent Oil Company, Inc. Included in the properties of the Kentucky Independent Oil Company, Inc., taken over by Shell, is the Suburban Oil Company of Cincinnati.

### J. Roy McLennan Starts Own Business

J. Roy McLennan has started his own business at New York as an advertising and sales promotion counsel. He was formerly with the International Paper Company and at one time was assistant advertising manager of the Kelly-Springfield Tire Company.



No advertiser could require of a medium more than the prestige provided by the Examiner's full half century of conscientious service . . . And its confidence-inspiring record of 34 years' consistent advertising and circulation leadership—in this 55% richer-than-the-average field.

## SAN FRANCISCO EXAMINER

*One of the 28 Hearst Newspapers  
read by more than 20 Million People*

IN NEW YORK CITY: W. W. CHEW, 285 Madison Ave.  
IN DETROIT: A. R. BARTLETT, General Motors Bldg.  
IN CHICAGO: J. D. GALBRAITH, 612 Hearst Bldg.  
IN SAN FRANCISCO: F. W. MacMILLAN, Hearst Bldg.

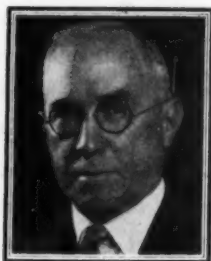
## EXPERIENCE... NOT FILED

**T**HERE is a certain kind of experience which is not filed away... which cannot be shown by proofs of campaigns produced or summaries of surveys made.

That is the individual experience each one of us has. And this experience is amazingly diversified because there are quite a number of us—680, to be exact.

It is not surprising that there is scarcely a form of commercial activity that some member of our staff has not at some time followed.

This helps toward a quicker understanding of the background of every business we serve.



**FRANK M. LAWRENCE**  
Secretary and Manager  
Contract & Rate Department  
New York



**ALFRED C. STRASSER**  
Art Department  
New York



**THOMAS ERWIN**  
Account Representative  
Chicago



THOMAS



J. C.  
Assistant A

Bat

CHICAGO

PIT

**THOMAS M. CRABB**

Writer  
New York

**JOHN D. ANDERSON**

Account Representative  
New York

**ARTHUR W. RAMSDELL**

Marketing Department  
New York

**JOHN JOHNS**

Assistant Account Representative  
New York

**DOROTHY H. DOBBINS**

Writer  
Boston

**Batten, Barton, Durstine & Osborn**  
INCORPORATED  
**ADVERTISING**

**383 Madison Avenue, New York**

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building  
PITTSBURGH: Grant Building • MINNEAPOLIS: First National-Soo Line Building



**NATIONAL  
BISCUIT  
COMPANY**

**"Unedea Bakers"**

**advertised in St. Louis  
exclusively in  
THE ST. LOUIS STAR and the  
other large evening newspaper**

When two outstanding groups of important advertisers—national advertisers and department stores—increase their volume of copy in one newspaper while they decrease it in two other large daily papers, it is definite proof of that newspaper's growing strength as a profitable sales producer.

In the first two months of 1930, The St. Louis Star **GAINED 4,998 lines\*** in national advertising. The daily Post-Dispatch **LOST 104,038 lines\*** and the daily Globe-Democrat **LOST 87,199 lines\***.

In department store advertising during the same period, The St. Louis Star **GAINED 34,294 lines\***. The other two large daily newspapers **LOST**.

\* Figures taken from Media Records, Inc.

## THE ST. LOUIS STAR

National Advertising Representative—GEORGE A. McDEVITT CO.

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# This Sales Contest Inspired the Home Office

It Produced a Group of New Uses of a Sufficiently Dramatic Nature to Serve as the Basis of a Complete Advertising Campaign

By D. C. Miner

Advertising Manager, Ambler Asbestos Shingle & Sheathing Co.

THE purpose of a sales contest is usually to stimulate salesmen to bigger and better sales. Sometimes it does—usually it helps—occasionally it “flops.” But seldom is it regarded as an inspiration to the home office, as it was in a recent instance.

Before the Christmas holidays, our men selling asbestos-cement building products were asked to submit papers setting forth new uses for a fireproof board which had been on the market for some time. We specified that the entries must set forth original and unusual, yet practical uses, and that a sale must have been made, to make sure that the idea was no figment of a fertile imagination.

Our avowed purpose in staging the contest was to have an inter-change of information so that each man would have the experience of sixty others. Salesmen will not give details of sales and the purpose to which material is put unless there is a special inducement. Writing the daily report is sufficient labor in itself.

So prizes were offered, and a month's time given. Forty out of some sixty salesmen took the proposition seriously. Their papers were judged by the managers of sales, sales promotion and advertising, on the basis of originality, practicability and clarity of the write-up.

About that time, the advertising department was casting about for a new copy slant for its business-paper advertising to contractors, plant engineers, construction com-

panies and industries. We sought something a little different to compel attention. In the contest replies we found our whole program.

Copy and layout had formerly emphasized an installation for a purpose which was not imagina-



*The*  
**hounds will**  
**never follow *these* foxes**



Ambler Asbestos Products:

Ambler Asbestos Shingles  
Ambler Asbestos Lumber  
Ambler Asbestos Corrugated Sheet  
Ambler "Diamond" Asbestos  
Ambler Asbestos Shredded Products  
Ambler Asbestos Walling

By nature these are wild and have no inherent desire for pens or cages. Ranging the countryside is more to their liking and escape is an unimpeded thought.

In preventing these hounds from applying themselves to the construction of the hounds and severely concrete foundations and walls had to be built in the ground to leave the outside inside the pen. Now since the advent of Linabestos, this problem has been economically solved. Linabestos is so hard that hounds and other animals cannot chew through it.

Linabestos is an asbestos cement product—hard, strong, with a minimum porosity. It is impervious to moisture and will last a lifetime. It is easy to work—can be sawed or drilled and can be nailed or screwed to plates.

**Ambler LINABESTOS**

AMBLER ASBESTOS SHINGLE & SHEATHING CO.

1100 Ohio St., Seattle, Wash.

Portland, Seattle and N. Y. City, N. Y.

Representatives: Ambler Asbestos Shingle & Sheathing Co.

*This Is One of the Advertisements Built Around a Contest-Paper Human Interest Story*

tive or eye-attracting. An asbestos-cement board does not, in itself, afford much opportunity for striking headlines, tricky photography and other attention-getting devices. We steered away from irrelevant and immaterial devices to compel attention. The object was to talk logically about our product and suggest its qualities without being so dry and matter-



of-fact that the reader would pass by the advertisement without even a cursory glance. The struggle for attention is so great in the business papers of today that advertising must tell an interesting, yet pertinent, story without preaching a dry sermon.

From the contest papers we obtained enough human-interest stories to build up our whole campaign. For example, the material referred to has been sold to laboratories to engage white rats; it is fire-safe and had been found too tough for rats to gnaw their way out.

It has been used by a fox farm because of the same characteristics, and also because of its ability to stand outdoor weather without painting.

It has been laid as a dance floor for happy throngs, because it is smooth, strong and enduring.

Table tops in hosiery and lace mills have been made of it—no slivers to catch and tear delicate fabrics.

Imitation log cabins in the wilds were made of regular studding sheathed with this fire-safe material, with bark slabs nailed on the outside for rustic effect.

From these and other unusual uses there was plenty of information for any imaginative copy writer to build a campaign that would have human interest yet would be pertinent to the product. Thus did the advertising plans benefit from the sales contest.

The entries were turned over to the sales promotion department to study with a view to putting on special campaigns in vertical groups where the material has thus far been sold in only isolated instances. Direct mail will seek inquiries which will be turned over to salesmen. In some cases, market research is necessary to determine just what grade, what thickness and what sales arguments are best fitted to that industry. Perhaps a complete unit should be built, of which our material is a part. Perhaps a special size sheet should be furnished. When this is worked up by studying the needs of the particular field, the sales force will be turned loose on it,

with advertising assistance.

Many markets whose surface has been only incidentally scratched by the sales force may be developed in detail. Such a contest, therefore, develops possibilities of which the interchange of information between salesmen is but a part of the good resulting therefrom. It may be of greater value to the sales and advertising departments of the home office than to the salesmen themselves, particularly where a firm has been selling to horizontal groups and desires to develop certain vertical groups without great cost or extensive market research.

### Society of the Genesee to Hold Annual Dinner

The Society of the Genesee, an organization of one-time residents of the Genesee Valley and Western New York, founded in 1898 by Louis Wiley, business manager of the *New York Times*, will have its thirty-first annual dinner at the Hotel Commodore, New York, on April 21. Frank E. Gannett, head of the newspaper group bearing his name, will be the guest of honor. The speakers will be Kent Cooper, general manager of the Associated Press; Dr. Clarence A. Barbour, president of Brown University, and Stephen B. Story, city manager of Rochester, N. Y.

### F. L. Rockelman Leaves Ford Motor

Fred L. Rockelman, has resigned as general sales manager of the Ford Motor Company, Detroit, Mich. He had been with the Ford organization for the last twenty-six years, and had been sales manager since 1925.

### Joins Gunnison Agency

Miss Gertrude Morrison, formerly advertising manager of the Veldown division of the International Paper and Power Company, has joined the staff of Stanley E. Gunnison, Inc., New York advertising agency.

### Appoints Syracuse Agency

The Universal Pressing Machine Company, Inc., Oswego, N. Y., has appointed Clayton W. Butterfield and Associates, Syracuse, N. Y., advertising agency, to direct its advertising account.

### P. E. Gundhus Advanced by Carroll Dean Murphy

P. E. Gundhus, of the production department of Carroll Dean Murphy, Inc., Chicago advertising agency, has been appointed production manager.

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# How City Area Affects Shopping Habits

A merchandising expert stresses the fact that retail business is secured chiefly in two ways—by advertising and by show windows. Compactly-built cities furnish the highest ratio of window business. In cities of large area, where access to the business district involves time and travel, window business falls off sharply, and people decide what they want—through advertising.

From this standpoint, the Los Angeles market presents an interesting retail situation.

First, Los Angeles itself covers a wide area, due to the fact that most people live in single-family dwellings where they can enjoy the sunshine. Second, Los Angeles is surrounded with 2,000 intensively-developed square miles. Here the climate, by making it possible for people to motor freely every day in the year, has welded the whole region into a single great metropolis.

Therefore the Los Angeles market has developed as an *advertising* sales field, for while its inhabitants cannot depend on show windows, they can and do read advertising.

There is only one kind of advertising seen throughout the Los Angeles market—*morning advertising delivered to the homes*. It must be *morning* advertising, because afternoon papers cannot cover so wide an area. (See "A.B.C." reports.) It must be *home-delivered* advertising, because in such a community morning street sales are almost invariably bought on the way to work and *carried away from the home*.

The Los Angeles Times is pre-eminent because its circulation conforms to physical conditions—it is *home-delivered*; it embraces the whole Los Angeles zone. This matchless coverage attracted during 1929 approximately 3,000,000 more lines of advertising than were printed by any other Pacific Coast newspaper.

## Los Angeles Times

*Eastern Representative:* Williams, Lawrence & Cramer Co., 369 N. Michigan Blvd., Chicago, 285 Madison Ave., New York. *Pacific Coast Representative:* R. J. Bidwell Co., 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

## Conference Discusses National-Local Rate Question

Endeavor Will Be Made to Define More Clearly "National" Advertising

A CONFERENCE of newspaper publishers was held at the St. Regis Hotel, New York, last week for the purpose of considering certain phases of the national and local newspaper rate problem. The meeting was an outgrowth of a previous conference called last January and, like that meeting, was sponsored by Walter A. Strong, publisher of the Chicago *Daily News*, and chairman of the board of the Advertising Federation of America.

No press representatives were permitted to attend the conference, which was held in two sessions. At its conclusion, its deliberations and its plans were reviewed by Mr. Strong in an interview with a PRINTERS' INK representative.

Both conferences are in the nature of an experiment to find out, from a group of publishers, whether it is practical to make an attempt to study and then define certain objectives. Two objectives were laid before the January conference. The first concerned a definition of "national advertising." It is believed that if such a definition could be arrived at, it would accomplish two things. It would probably solve a major portion of the national-local rate problem and clarify the issue to a degree that would make possible a more intelligent start on the second objective.

The second objective was an attempt to determine whether it is possible to arrive at a formula which would take into account all the factors, such as economic characteristics, that enter into the making of national and local rates. This formula, it was hoped, would establish a method for putting the rate differential on a standard basis.

There were certain things, Mr. Strong decided, that the conference held last week would not discuss. For example, there was to be no discussing the matter of whether national and local rates

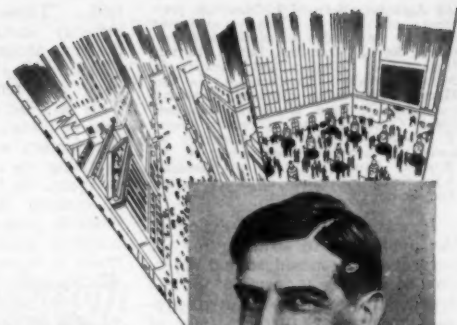
are too high or too low. In any event, it was emphasized, these rates are strictly the business of each individual publisher. Neither was the conference to discuss the highness or the lowness of the differential.

The suggestion was made that if so desired a committee of the American Newspaper Publishers Association could have the services of the Bureau of Research of the Advertising Federation of America in conducting a study to see if a standard rate formula could be established.

"These two conferences," Mr. Strong said, "were my attempt to consult a sufficient number of publishers, representative of typical newspapers in each group, and that is what has been accomplished. Discussion of these matters was confined to those parts of the sessions which only the publishers attended."

Members of the A. N. A. and the Four A's were invited to the January conference so that they could present the case from their points of view. The meeting, last week, repeated this process but not in such a formal nature. Among those present all or part of the time were:

H. R. Failing, advertising director, Portland, Ore. *Journal*; Adolph S. Ochs and J. O. Adler, New York *Times*; J. Stewart Bryan, publisher, Richmond *News-Leader*; C. T. Hasbrook, publisher, Richmond *Times-Dispatch*; Francis S. Murphy, business manager, Hartford *Times*; Henry H. Conland, Hartford *Courant*; Frank D. Schroth, general manager, Trenton *Times*; Allison Stone, general manager, Providence, R. I. *Journal and Bulletin*; Herbert Ponting, general manager, Detroit *News*; W. B. Lowe, managing director, Detroit *Free Press*; L. M. Barton, advertising director, Chicago *Daily News*; Don Bridge, advertising manager, Indianapolis *News*; Frank E. Gannett, Gannett Newspapers; H. H. Hoffman, advertising director, Worcester *Telegram-Gazette*; T. E. Conklin, Verree & Conklin, Inc.; James A. Coveney, The George McDevitt Company; P. L. Thomson, president, Audit Bureau of Circulations; John Benson, president, and Frederic R. Gamble, executive secretary, American Association of Advertising



"Other  
people's money..  
\$11,000,000  
of it"



by LEO HILLMANN  
American Investors' Service.

I have no reputation as a maker of millionaires—chiefly, I suppose, because I am not a maker of millionaires. Nevertheless, readers of the New York American came to me last year with \$11,000,000.00 and asked me how best to invest it. Such is the reader confidence which the American's financial and business pages of which my "Investors' Information Service" is a feature, have built up. Thousands of other readers, too, wrote in for investment advice. Although they didn't name definite figures, I estimate that they had more than \$100,000,000.00 at their disposal. To me, this indicates that the quarter of a million daily readers and the million Sunday readers of the New York American represent a substantial part of the wealth of New York City. And it is significant too, that during the late stock market crash and the recent period of unemployment, I noticed practically no falling off in the willingness of American readers to follow the American's investment advice.

THE

NEW YORK AMERICAN

PUT YOUR MESSAGE BEFORE THE MODERNS

ing Agencies; Bernard Lichtenberg, president, and A. E. Haase, managing director, Association of National Advertisers; Roy S. Durstine, Batten, Barton, Durstine & Osborn; and Stewart L. Mims, J. Walter Thompson Co.; Le Roy Herron, advertising manager, Washington Star; J. Fred Woodruff, Campbell-Ewald Company, who represented Henry T. Ewald, chairman of the agency association's newspaper committee; N. W. Barnes, director, bureau of research, Advertising Federation of America, and Mr. Strong.

It was decided, at a session of the publishers, to abandon for the present the proposed second objective of seeking a formula for determining a rate basis, but to proceed to make a further study of the first objective, arriving at a definition for national advertising.

"The work planned will not conflict with what other groups are doing," said Mr. Strong, "as we will use other investigations as part of our study, just as we used the report of the A. N. A. This report shows, apparently, that there is no formula to be had from the figures compiled. We analyzed these figures from several points of view and there is no similarity among papers when grouped by class, size or geographical divisions. The A. N. A. report is not significant as a basis for determination.

"Therefore," Mr. Strong continued, "in keeping with our fundamental idea we felt that until you can determine and have a definition generally acceptable, you cannot even study your problem. In other words, we say to an advertising agency that we allow a commission on national advertising and then we don't say what national advertising is. Under such circumstances, a rate differential cannot be applied on national volume of advertising as accepted by one group of publishers and not accepted in that class by another. The reason for uncertainty does not lie in a method of procedure but in the fact that we cannot agree on subject matter of 'national advertising.'

"I think there is great power and effectiveness in taking up these problems by the conference method even long before there is a possibility of solution," Mr. Strong

said. "There must be in every industry some advance thinking; thinking about the economic effect of advertising as a factor in business, say ten years from now. This is what consideration of this subject means. It concerns one of the factors which will make advertising one of the most powerful re-agents in business. Newspaper advertising has helped to make possible present distribution on a national scale. To continue to make it so we must adjust present deficiencies.

"I was pleased with the results of both meetings because they covered a wide representation of the publishing business. The advertisers and the advertising agencies on the one side, and the publishers on the other, both expressed the belief that something can be done to clarify matters. There also was general recognition that the problem is not confined to one side of the issue but that there is an obligation on both sides to see that bad practices, on the one hand, are eliminated, and ethical standards established on the other.

"For instance, there is recognition on the part of the agency group of its obligation to eliminate, so far as possible, the demand for special service and dealer co-operation because that, in the final determination, has a bearing as a discount on the rate. I mention that only as a recognition of the obligation to eliminate such demands for, after all, the agency group has no more power than has a group of publishers to discipline the practices of individual members.

"The resultant findings of our study must be obviously so sound," declared Mr. Strong, "that they will be accepted as common sense instead of as a disciplinary movement."

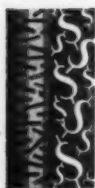
Already about 100 definitions of "national advertising" have been presented to the conference. It is hoped to narrow these down to a group of ten. If these ten can be subjected to discussion and agreement and reduced to one definition, that fundamental guide, it is believed, would serve the industry



## *Margin*—the middle ground of busi-

ness, the question mark between the making cost and the selling price, the good, grey lubricant of the distribution machine; catch-all of the creeds and sins of salesmanship, blanket for the bad guesses, the false starts, the misplaced pressure, the unfounded optimism; omnibus for customer entertainment, train time gaps, taxicabs, pullman tips, etcetera—and advertising. And somewhere in this no man's land of margin is the thin black line of profit, forever gnawed by innumerable minus signs + Margin, with the upward movement of American life and the ascent of the sales quota, diminishes steadily. Once the man who sold a popular make of automobile received a reward equal to the present day price of four Fords; three sales a year kept him in comparative affluence. Today his successor has to hump himself a sale a week to be as well paid. Once, it is rumored, grocers made a profit on bread and sugar, and druggists on toothpaste. But margins go down as prices

go down—or up. Margin goes down as competitors crowd. And, paradoxically, markets widen as margins go down, and margins go down as markets widen + The profit maker of today is the clever margin manipulator, in general business as well as in the stock market + Sandwiched somewhere in margin is the advertising appropriation—creator of customers or runner-up of red ink, sales stimulant or sales barnacle + To the attention of margin managers, we point out a money-saving, money-making advertising medium in the New York market—The News. It costs less, because its huge circulation comes in one package. It costs less, because it gives the coverage of many media in one. It costs less, because its small page, with higher visibility and greater attention value, gets the advertisement to more eyes and more minds. It costs less, because it produces more effect per advertising dollar spent + And because it costs less, it deserves your most careful consideration, this year of all years + Investigate!



## THE NEWS, *New York's Picture Newspaper*

Tribune Tower, Chicago

Kohl Building, San Francisco

220 East 42nd STREET, NEW YORK



almost in the nature of a by-law.

The question of national and local rates is not a new problem. Mr. Strong, for example, pointed out that he has been in the publishing business continuously for the last twenty-five years and he cannot remember when it was not present. His experience is that of others who have long been engaged in the business. The question introduced itself, years ago, in *PRINTERS' INK*.

In more recent years, the records report a discussion which took place about nine years ago at which time the agency association set forth its position. In 1923, the agency association again discussed the subject in convention. The Association of National Advertisers adopted a resolution on the subject at its convention in 1925. Two years later, the Association of Newspaper Advertising Executives contributed toward clarification of the question by adopting "retail" and "general" for "local" and "national."

During that same year, 1927, John Benson, president of the agency association, addressed its annual convention on the subject. He again discussed the subject before a meeting of the association's board of directors in October, last year.

A report of the survey on local and national rates by the Association of National Advertisers was issued on December 5, 1929\*, which was followed by a statistical study (based on the A. N. A. report) prepared by the agency association and submitted at the January conference called by Mr. Strong.

At this conference, Mr. Benson, considering the problem as viewed by the advertising agency, made the following points:

—The national advertiser has become a volume user of space and is less inclined to put up with unequal treatment or discriminatory rates.

—Wide differentials often discriminate between national advertisers. Those with thick markets and wide distribution cannot qualify for the local rate, whereas an-

other national advertiser in the same or another industry, with two or three local dealers, can qualify for the lower rate.

—Further confusion is caused by circumstances which permit a national advertiser to get the local rate on one paper and not another; in one city and not another; in the same newspaper at one time and not at another. This situation reduces space buying to a dicker.

—The advertising agency is embarrassed by these inequalities. It does not know what is commissionable and what is not, and the present system of agency compensation is menaced. More and more compensation is coming from the advertiser.

—A better definition of "local" and "national" is looked to as helpful, provided the definitions would be adhered to.

The general attitude of newspaper publishers is that when there might be any undue differential existing between local and national rates, this will adjust itself through competition for business. Local advertising, it is pointed out, contributes news value to the publication in which it appears, a value which is appreciated by the agency space buyer and the national advertiser; that the local advertiser, by reason of his frequent and regular use of space is a dependable source of business; that it costs less to get his business than it does that of the national advertiser where, in addition to increased cost of contact work, there is added the expense of merchandising and dealer promotion effort.

The Newspaper Advertising Executive Association is continuing to devote its attention to plans for more definite classification of national and local advertising, and the subject is scheduled to come up for discussion at the annual meeting, this month, of the American Newspaper Publishers Association, which will receive a report from a committee appointed last fall to study the situation.

A report of this survey appeared in *PRINTERS' INK*, Dec. 5, 1929, page 52.

James McFate has joined the merchandising department of the New York office of the *Hotel World*, Chicago.

## New Jersey Adopts Law Taxing Outdoor Advertising

**A** BILL, introduced by Assemblywoman Agnes Jones, of Essex County, which imposes a tax of 3 cents per square foot on outdoor advertising in New Jersey, became law last week with the signing of the measure by Governor Larson. The law becomes operative January 1, 1931.

The bill, which passed the House with a majority of one vote, has two purposes: First, to raise revenue, and second, to eliminate traffic hazards. Some of the support, it is acknowledged, came from proponents who were motivated by a desire to eliminate outdoor advertising in rural communities by making it too expensive and who would if possible impose a confiscatory tax on the industry. A majority of the proponents, however, it is reported, gave their support to the bill for its stated purposes.

It is believed by authorities in the outdoor industry that the new law will defeat the objectives anticipated. To support this view the experiences of Vermont and Connecticut are cited. Both States adopted a 3-cent square foot tax and both States repealed the law for the following reasons:

More than 90 per cent of the operations of standard outdoor companies are conducted in the populated areas of cities and towns where overhead operations are usually about double those for individual boards located on highways or in sparsely populated areas. This increased overhead is caused by the fact that the board in a populated area is a more expensive unit and because the lease rental is higher due to the greater value of the property on which the board is located.

A heavy tax, therefore, penalizes a board in a commercial area and tends to drive outdoor advertising to the highways where overhead operations are less in order that operators may stay in business and conduct their businesses at a profit.

Another effect of heavy taxation

is that it tends to increase the number of smaller signs, the tax being on a square foot basis. It is an established fact that, in proportion to investment in a board, the small board brings in a larger revenue. This tends to cheapen the type of board used and works against the endeavors of the outdoor industry to establish and maintain boards that will meet with public approval.

The tax adopted by New Jersey is not considered reasonable by the industry and is expected to produce results similar to those experienced by Vermont and Connecticut. The proponents of the bill have stated that if, in practice, it is found that the provisions of the bill are too harsh or do not accomplish its avowed purposes, they will join in an effort to make adequate amendments in the next legislature. Incidentally, the bill, when first introduced, carried provisions for a 5-cent tax, but this was cut to 3, following protests received from national advertisers, advertising agencies and outdoor interests.

The procedure planned by the outdoor interests will be along the line of working with proponents of the law to show them how the bill will operate and to try to work out a formula which will accomplish the aims of the new legislation without penalizing advertising by putting on a tax.

### O. W. Loew, Vice-President, Truscon Steel

Oscar W. Loew, for the last six years director of advertising and sales promotion of the Truscon Steel Company, Youngstown, Ohio, has been appointed a vice-president of that company.

### Albert Fischer with Sehl Agency

Albert Fischer, formerly with Henri, Hurst & McDonald, Inc., Chicago advertising agency, has joined the art department of the Sehl Advertising Agency also of that city.

### Made Assistant Manager, Hotels Suburban

Arthur H. Guertin, for the last eleven years with the United Advertising Corporation, New York, is now assistant manager of the Hotels Suburban, East Orange and Summit, N. J.

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Apr. 3, 1930

PRINTERS' INK

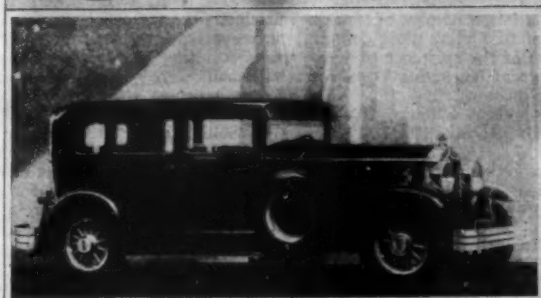
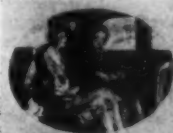
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Liberty

February 13, 1930

# 87 HORSEPOWER ... IN THE 1930 WILLYS KNIGHT



UNPRECEDENTED POWER AND TORQUE DEVELOPMENT • DISTINCTIVELY  
INDIVIDUAL STYLE • LUXURIOUSLY APPOINTED INTERIORS

GREAT SIX SEDAN

**\$1795**

Great Six Coupe, Roadster, Sedan.  
Coupe at same price. Willys-Knight  
"70-3" models from \$975 to \$1195.  
Equipment, other than standard,  
extra. All prices f.o.b. Toledo, O.,  
and specifications subject to change  
without notice.

IN the new Willys-Knight Great Six, this patented double over-  
valve engine sweeps to further heights of power, smoothness and  
efficiency. America has no record of any six-cylinder engine of com-  
parable size which develops as much torque and power as this mighty  
engine of the 1930 Great Six—a car now even faster and braver  
than ever before, and surpassingly beautiful.

In the 1930 Willys-Knight "70-3", the superiorities of the sleeve-  
valve engine and the bonanzas of modern design interpreted by  
Willys-Overland's master artists, are available at a record low price  
for so large and powerful a car.

WILLYS-OVERLAND, INC., TOLEDO, OHIO  
WILLYS-OVERLAND SALES CO., LTD., TORONTO, CANADA

**L**IBERTY is read by a vast, mod-  
ern, young-minded audience  
who form an accurate cross-  
section of our progressive age—people who  
carry on, and buy the motor cars they want to  
carry them. For three years Willys-Overland,  
Inc., have advertised their automobiles in Liberty.  
They are now receiving more than 2,400,000

circulation. Proof positive that  
this advertising has been effective  
lies in the fact that this man-  
ufacturer is again investing  
substantially in Liberty space  
during 1930.

## Liberty

A Weekly for Everybody

— The Biggest Newsdealer Sale of Any Magazine

# A Study of Grocery Manufacturers' Marketing Costs

The Harvard University Bureau of Business Research Issues a Bulletin That Analyzes the Expenses of a Large Number of Manufacturers

THE Harvard Bureau of Business Research began in 1926 to study some of the distribution problems of manufacturers of prepared foods and allied products marketed through grocery channels. During 1927 some interesting reports were published, and continuing this study for 1928, the bureau sought to obtain a larger number of reports in the hope of finding more definite indications of the existence of average or typical marketing costs for particular groups.

In the present bulletin, No. 79, the data for 1927 and 1928 are summarized.

The marketing expenses for several product groups are presented, including:

- (1) Coffee, tea, extracts and spices.
- (2) Canned and bottled foods.
- (3) Soaps and cleansers.
- (4) Meat.
- (5) Pickles and preserves.
- (6) Flour.
- (7) Macaroni.
- (8) Cereals.

The bulletin contains material of interest to every manufacturer engaged in distributing merchandise. The aggregate net sales analyzed run up into the hundreds of millions. Sales promotion and advertising expense, in percentages, for Group No. 1 run all the way from .07 per cent to 21.60. Packers of canned and bottled food run from .03 to 7.59. Some of the conclusions reached in this study published by the Bureau of Business Research of the Harvard University and sold for \$2, are as follows:

1. For manufacturers and packers of grocery products, the rate of total marketing expense, and the rates of expense for all the marketing functions except sales promotion and advertising, appeared to be lower for the firms with large sales.

2. In general, high rates of sales promotion and advertising expense accompanied large sales volume. Also, promotional expense tended

to be higher the larger the sales area covered.

3. Large average sales per salesman tended to be associated with low marketing expense and with large sales volume. Thus grocery manufacturers had experiences similar to those encountered in wholesale and retail trade where high productivity per employee usually accompanies low cost. The economies resulting from large sales per salesman were shown chiefly in lower expenses for salesforce and brokerage.

4. Selling in packages seemed to involve higher marketing costs than selling in bulk, for the rates of expense usually were higher for the firms selling relatively large portions of their outputs in packages. These higher expenses may have been caused by the fact that the use of packages often was accompanied by relatively large use of advertising and of missionary selling.

5. On the whole, there was a tendency for marketing expenses to be lower for the firms using brokers extensively. Apparently the use of brokers increased percentage costs for shipping, transportation, warehousing and delivery, but relatively high expenses for these functions were more than offset by economies elsewhere.

6. Throughout the data there was considerable evidence showing that firms distributing nationally are much more inclined to use brokers than are firms selling over smaller areas.

7. The use of missionary salesmen apparently tended to increase marketing costs.

8. There was some indication that where related products were involved firms marketing more than one product operated with lower expenses than firms handling only one product.

9. Meager evidence pointed to a tendency for personal selling expense to be higher, and for sales

1930

SIGNS
DL = Day Letter
NM = Night Letter
ML = Morning Letter
LOD = Delivered Order
INT = Cable Letter
W = Week-End Letter

# WESTERN UNION

550 MAY

## CLASS OF SERVICE

This is a full-rate Telegram or Cable Letter. It is the fastest and most reliable method of communication by a reliable sign above or providing the address.

Patrons are requested to favor the company by criticism and suggestion concerning its service. The following signs are in the class of service and may be used at the time of receipt of communication or signs on all messages. If it is desired to have a sign above or providing the address, it is requested that the address be given.

Received at Graybar Building, New York, N. Y.

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M L CROWTHER, CAPPER PUBLICATIONS=

420. LEXINGTON AVE.

MAY NUMBER OF CAPPERS FARMER IS EIGHTY EIGHT PAGES STOP  
BIGGEST MAY NUMBER WE EVER PRINTED STOP LINEAGE TWENTY  
SEVEN THOUSAND FIVE HUNDRED THIRTY FIVE LINES STOP WE  
HAVE TWENTY SEVEN FULL PAGES STOP THIS IS THREE THOUSAND  
LINE GAIN OVER LAST MAY=

J L VINCENT CAPPERS FARMER.

THE QUICKEST, EASIEST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE



## Are You Playing Thimblrig?

**D**O you feel a bit disconcerted when you face the problem of marketing a building product? Do you spend your waking hours trying to guess the influence of the

**NATIONAL TRADE JOURNALS, INC.**

National Trade Journals, Inc., 551 Fifth Ave., N. Y.--Building Division: The Architectural Forum; Building Age; Building Material Marketing; National Builders Catalog; Heating and Ventilating; Good Furniture and Decoration.

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architect, the builder and the dealer? If so, you will probably have night-mares about the ancient game in which a nimble pea plays fast and loose with the guesser . . . Actually your advertising program can eliminate the guesswork. Lift the three factors at one time and you are bound to find the coveted order under the wing of one. You can't lose! And the Board of Directors has a lot of respect for a sure thing . . . The Building Division of National Trade Journals gives you effective contact with the architect, contractor and dealer. It is the foundation of any building product schedule . . . All 3 markets for \$1,000 per month.

## **The Architectural Forum**

monthly for the architect

## **Building Age**

monthly for the contractor

## **Building Material Marketing**

monthly for the dealer

## **National Builders Catalog**

annually—used daily by the contractor and dealer

1930-31 Building Year

Edition closes May 15th

**Send for printed information or a representative**

**521 FIFTH AVENUE, NEW YORK CITY**

Sports Division: Sporting Goods Illustrated & Journal; Motor Boat; Outboard Motor Boat. Food Division: Canning Age; Fishing Gazette. Diesel Division: Motorship; Diesel Power. National Cleaner & Dyer. Specialty Salesman Magazine



promotion and advertising expense to be lower, for firms whose customers ordered most frequently.

10. The experiences of meat packers seem to indicate that personal selling expense became larger as the distance from the firm's headquarters to the center of its market increased.

11. Marketing costs as percentages of net sales are probably influenced by the dollar value per unit of the product. For instance, manufacturers of soap, which has a low unit value, incurred the highest marketing expenses in relation to sales volume. The dollar value of sales per salesman was noticeably low for these firms. Meat packers, on the other hand, sell a product of high value per unit and have high average sales per salesman. These firms tended to achieve the lowest percentages of expense.

12. Credit and collection expense, as here defined, costs less in relation to sales than the expense for any marketing function. In all the product groups studied the expenditure for credit and collection tended to be less than 1 per cent of sales, and in all groups but two—coffee, tea, extracts and spices; and pickles and preserves—it tended to be less than one-half of 1 per cent of sales.

### To Direct Canadian Goodrich Advertising

Russell C. Groffmann, for the last three years district advertising manager at St. Louis, of the B. F. Goodrich Rubber Company, Akron, Ohio, has been appointed advertising manager of the Canadian Goodrich Company, Ltd. L. T. Greiner succeeds Mr. Groffmann at St. Louis.

### R. F. Irwin Advanced by Young & McCallister

R. F. Irwin, recently in charge of the service department of Young & McCallister, Inc., Los Angeles, producer of direct advertising, has been made general sales manager of that company and its associate organization, the Southwest Lithograph Company.

### Appoints H. C. Bernsten Agency

Normandin Brothers, Los Angeles, Natty Norma washable dresses, have appointed the H. C. Bernsten Advertising Agency, of that city, to direct their advertising account.

### National Pectin Products Account to Van Allen

The National Pectin Products Company, Chicago, manufacturer of Beck's Fruit Pectin, has appointed The Van Allen Company, Chicago advertising agency, to direct its advertising account. Its schedule at the present time includes the use of newspapers, colored inserts in business papers, and radio advertising.

### Firestone Tire Advances L. G. Fairbank

L. G. Fairbank has been made manager of trade sales of the Firestone Tire & Rubber Company, Akron, Ohio. He has been manager of the Firestone truck and bus sales department and has been with the company for sixteen years, starting in the advertising department of the Firestone organization.

### To Direct Aero Pacific Advertising

Miss Virginia Higgins, formerly with the Fred Curtiss White Advertising Agency, has been appointed advertising manager of the Aero Pacific Corporation, Burbank, Calif., distributor of Waco airplanes.

### L. J. Maloney with Winfield D. Davis Agency

Leo J. Maloney, formerly classified advertising manager of the Baltimore News and American, has joined the Winfield D. Davis Company, advertising agency of that city, as vice-president in charge of sales.

### Furniture Account to Peter Silversmith Agency

The Leonardo Company, Inc., New York, custom-made furniture, has appointed Peter Silversmith, advertising agency of that city, to direct its advertising account. Newspapers and magazines will be used.

### With San Francisco "Examiner"

Francis H. James, formerly with the Los Angeles Express, has joined the local display staff of the San Francisco Examiner.

### Death of W. G. Dwight

William G. Dwight, owner and publisher of the Holyoke, Mass., Transcript-Telegram, died recently at Fruitland Park, Fla. He was seventy-one years old.

### Joins "Wall Street Journal"

Paul Sedberry, formerly financial editor of the Los Angeles Herald, has joined the news staff of the Pacific Coast edition of the Wall Street Journal.

3, 1930

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# The Colony Club

*... for instance*

shows the usual impressive duplication with the lists of The Condé Nast Publications . . .

**I**N WEALTH and social standing, the Colony Club is the most important women's club in the United States.

Founded in 1903 for the group immortalized in Ward MacAllister's phrase, "the four hundred," its high repute has been maintained by the most glacial membership committee in existence.

Of the 1139 members of this club

373 subscribe to Vogue

225 subscribe to Vanity Fair

279 subscribe to House & Garden

Proportioning our news stand sale to this subscription list, we may justly assume that

154 are news stand buyers of Vogue

156 are news stand buyers of Vanity Fair

112 are news stand buyers of House & Garden

Adding these subscriptions and news sales we find a total of 1299 Condé Nast Publications going to the members of the Colony Club. Probably an even higher percentage are news stand buyers; for these ladies travel extensively, and many of them maintain two or three domiciles.

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ONE page from our 16-page Colony Club check ... note the double addresses. Actual names may be seen on the Colony Club membership list, or will be shown by us on request.

	Mrs.	33 East 67th St
	Mrs.	107 East 38th St and Seabright N J
V-G-F	Mrs.	1000 Fifth Ave and Easthampton L I
	Mrs.	Bordentown N J
	Mrs.	206 East 61st St and Paris France
	Mrs.	168 East 71st St and Niantic Conn
V-G-F	Mrs.	101 East 72nd St and Kennebago Lake Me
	Mrs.	107 East 70th St and Locust Valley L I
		and North Haven Me
V	Miss	1031 Park Ave and Southampton L I
	Mrs.	1036 Park Ave
V	Mrs.	61 East 82nd St and Southampton L I
V	Mrs.	117 East 81st St and Croton-on-Hudson N Y
	Mrs.	088 Fifth Ave
	Mrs.	875 Park Ave and Bayside L I
F	Mrs.	1435 Lexington Ave and Southampton L I
	Mrs.	400 Park Ave and Newport R I
	Mrs.	125 East 65th St and Woodstock Vt
	Mrs.	160 East 70th St and Jericho L I
F-V	Mrs.	160 East 72nd St and Glen Head L I
	Mrs.	1158 Fifth Ave and Greenwich Conn
	Mrs.	156 East 82nd St
V-G	Mrs.	1105 Park Ave and Jericho L I
	Mrs.	57 East 64th St and Huntington L I
V-G-F	Mrs.	010 Fifth Ave
	Mrs.	30 East 71st St and Southampton L I
F-V	Mrs.	263 Madison Ave and Old Westbury L I
		and Newport R I and Aiken S C
	Mrs.	209 Park Ave
V-A-G	Mrs.	1030 Fifth Ave and Syoset L I
V-G	Mrs.	440 Park Ave and Morristown N J
	Mrs.	47 East 67th St and Bar Harbor Me
	Mrs.	Hotel Plaza and Old Forge N Y
	Mrs.	40 East 71st St
F-G	Mrs.	Old Westbury L I
V-G	Mrs.	535 Park Ave
V-G-F	Miss	13 Sutton Pl and Mount Vernon Me
F-V	Mrs.	041 Park Ave and Locust Valley L I
G	Mrs.	114 East 64th St and Oyster Bay L I
G	Mrs.	228 East 49th St and Cornwall Conn
	Mrs.	40 East 76th St and Northeast Harbor Me
	Mrs.	Washington D C and Naples N Y
	Mrs.	Morristown N J and Norfolk Conn
	Miss	755 Park Ave
V-G	Miss	Chappaqua N Y and Dark Harbor Me
	Mrs.	485 Park Ave
V-G	Mrs.	723 Park Ave and Brookville L I
	Mrs.	1140 Fifth Ave
V-G-F	Mrs.	Tuxedo Park N Y
G	Mrs.	660 Park Ave and Northeast Harbor Me
G	Mrs.	152 East 37th St and Seal Harbor Me
	Mrs.	North Pelham N Y
V-G-A	Mrs.	825 Fifth Ave and Convent N Y
	Mrs.	4 East 54th St and Prides Crossing Mass
	Mrs.	39 East 79th St and Bar Harbor Me
G	Mrs.	Forest Ave Rye N Y
F-G	Miss	3 Sutton Pl and Paris France
V	Miss	550 Park Ave
V	Mrs.	8 East 96th St and Westbury L I

THE advertiser who sells to these ladies sells not to one, but to two or three homes, all maintained in the most costly style of living.

V—Vogue subscription  
F—Vanity Fair subscription  
G—House & Garden subscription

**I**N BRIEF, the Colony Club is the fortress of the old and entrenched fortunes of New York . . . millions that no stock market tragedy can shatter or shake.

Here, you will find owned more municipal bonds than in a whole Western city. Also more limousines, French maids, emeralds, Aubussons, old masters, sables, country estates, steamship reservations . . . in short, every expensive thing that you can name . . . or advertise.

We point with pride to the fact that these same names occur so frequently on another list . . . the subscription galleys of Vogue, Vanity Fair, and House & Garden.

Check any fine list of names . . . clubs, Class A charge accounts, jewelers' customers, large bank depositors . . . and you find a similar duplication invariably.

**THE CONDÉ NAST GROUP**  
VOGUE • VANITY FAIR • HOUSE & GARDEN

Graybar Building  
New York City



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# "We Are in a New Merchandising Era"

Timely Comments on Changing Conditions in Buying and Selling

As Told to C. P. Russell

By T. C. Sheehan

President, Durham-Duplex Safety Razor Co.

**W**ITHIN the lifetime of men still vigorous, we have passed through two great merchandising eras. The first concerned itself exclusively with the essentials. The country was undeveloped and sparsely settled, and we had no thought beyond the production of the necessities of life—wheat, corn, rye, oats and beef. These were the necessities and agriculture was the most important activity. Luxury was frowned upon.

In the second merchandising era we made the so-called luxuries of yesterday the necessities of today. It took the dude of sixty years ago to prove to us that it isn't the suit of clothes we wear to clothe our nakedness that makes us wealthy—it is the one that hangs at home in the wardrobe to clothe our fancy.

In 1928, when we sold \$2,000,000,000 worth of cosmetics in the United States; when we realized that we were being compelled to put up the necessities and the luxuries of life in better looking containers; when color in our advertising pages became the rule, not the exception; when refinement all along the line was the chief concern, we had to admit that we were entering a third merchandising era—an era of essential beauty.

In the past the backbone of American business was the small distributor. Now we are confronted with great mergers, planning mass distribution, until we have reached a state of affairs under which 70 per cent of American merchandise is bought by approximately 7 per cent of the buyers for distributors, indicating that the manufacturer no longer finds his retailing force a profitable proposition and that only approximately 10 per cent of the dealers in the majority of towns are worth calling on.

The improvement in machinery and manufacturing processes puts us in the position where we are running, in the average factory, on a basis of approximately 20 per cent native ability, or unskilled labor, and approximately 20 per cent of skilled and semi-skilled workers. Unemployment looms up as the great, big, outstanding question of the moment. Business is in a state of transition, and only those organizations will prosper who hold themselves in readiness to meet new conditions.

Formerly producers asked themselves, "How can I expand my market?" Today you very often hear the question asked, "How much of my market can I profitably let go?" The idea is to specialize on and develop the major distribution, realizing that in the end it will become general distribution.

In the scramble for more volume, heedless manufacturers, during the last five or six years, have been spending entirely too much money on what are rapidly becoming unprofitable accounts. They have also been working on unprofitable deals and unprofitable brands and numbers.

## II.

The outstanding question of the moment is: Is it possible for any manufacturer, with the exception of a manufacturer of one or two, or three or four, of the big lines, to find the necessary capital for advertising purposes, so that he may not only edify all of the distributing outlets, but at the same time reach the public and make those outlets pay?

Really, when you get down to brass tacks, more than ever before everything that goes to make a profitable business has to be hooked up—advertising, counter display,

dealer's assistance and help, the willingness of the clerk to give a manufacturer's article a fair break, distributors who will help the manufacturer to merchandise his line. For the day of the man who only wants goods to sell at a price, who lays no foundation for the future and builds nothing, is passing.

Eighty millions of dollars worth of merchandise sold by one large chain in 1928—a chain that has been working for years on the principle of "well bought is half sold"—at less than one-half of 1 per cent profit, clearly demonstrates that this is a fact.

The wise manufacturer, in figuring on a market today, considers his cost from two angles—the cost of getting his business and the future cost of maintaining it. For the manufacturer who, by proper and consistent advertising, has gone out and won a market, is never through. He has done merely a portion of his job. He has to maintain that market constantly. He has to continue the advertising and never relax in his selling plans and his help to the distributor.

It is the man who buys that furnishes the motive power for the wheels of industry, and it is the man who serves that buyer that creates the wealth of a nation. In other words, I serve somebody. He gives me a token in exchange for the service I render, and I pass that token along to the man who serves me.

All along the line we find the man with the scissors. He is waiting to clip off a portion of that token, without rendering a service. And the more of this we have the surer we are of reaching, from time to time, peaks—like the recent peak—which are the consequences of failing to realize that today's accumulation is yesterday's—not tomorrow's—wealth. There cannot be any wealth tomorrow, unless we continue to work and serve faithfully. The man with the scissors always follows success.

### III.

A manufacturer has a right to put a price on his goods that will cover his cost of production, give him a profit and enable him to continue manufacturing. And the

dealer has a right to ask a price sufficient to cover his cost of doing business and compensate him for his services as a distributor.

A price less than this, while not an infringement of a constitutional right, is an infringement of a moral law, for no dealer has a right to use a trade-marked article, which the manufacturer has spent years developing a market for and building confidence in as a leader, or a sucker bait, or call it what you will.

The trade-mark belongs to the manufacturer. So does his market. So does the confidence of the general public that he has created. When a distributor uses that particular trade-mark as sucker bait he is breaking the commandment that says, "Thou shalt not steal," and when he uses that sucker bait to bring customers to his store, so that he may sell them articles of unknown value and unknown quality at a price that recoups his loss in the leader, he is breaking another commandment that says, "Thou shalt not bear false witness."

Right there is where we begin to create the necessity for law, and then we put up the dreadful howl that we are having our liberty restricted, and somebody takes the time to tell us something about individual liberty.

Legislation in this direction is unavoidable, and when this legislation comes, two things will be necessary. In the first place, a manufacturer will ask his distributor, before he advertises an article at a price, "How much shall I put in this price for you?" The sane distributor naturally will answer, "Sufficient to cover my cost of doing business, plus a reasonable profit." The manufacturer will add to that price sufficient to pay the cost of manufacturing the article, plus a reasonable profit.

Then, if a distributor offers the article for less than the price advertised, there will be no question in any man's mind but that he lied to the manufacturer in the first place.

Secondly, I think that an advertising medium, a newspaper, for instance, that takes a manufacturer's copy and advertises his line at a

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# It began 'way back in 1922

About the time the  
Senate passed The  
Soldiers' Bonus Bill  
and General Motors  
sold for \$8.12 a share



price, should not be permitted to use the same columns in the same paper, at a future date, to advertise the same article at a different price, without the consent of the manufacturer. For we will be compelled, whether we want to or not, to establish the truth in merchandising, hand in hand with the truth in advertising.

#### IV

Who is serving? That is the test. Unprofitable and dishonest servants are being weeded out, whether they be men, companies or brands. Lines are being narrowed, and soon it will not be enough for a man to say he is in business to make money. The community will ask him, "How do you serve?" In times of abundance we tend to lose sight of certain fundamentals. It is right that a man should make money in order that he may pay his way and meet his obligations, but the money is a token of service rendered and cannot be rightfully earned in any other way.

The basis of all business is service, and is conducted by tokens passed from you to me in recognition of that service. A business that renders no recognizable service may not come within the terms of legal enactments, but shows its effect in the deterioration of the individuals who are parties to it.

A moral responsibility rests on the seller to furnish well-made goods at fair prices, but no less responsibility rests on the buyer. He is not entitled to accept goods that are habitually sold at less than their value, or below a recognized standard.

This is the day when power and choice belong to the consumer, and the manufacturer who sees farther than the moment will recognize that he is no longer the head of the kite but the tail. Business is a system of relations and it does not avail a man to be selfish, because his selfishness eventually has no other effect than to isolate him. He cannot afford to conduct his business as if it were his sole concern, for his business is a part of something else, and whatever he does to harm or throw discredit upon his industry will eventually

find its way right back to him.

Truth in merchandising compels you to sell for tomorrow as well as today. You no longer can sell a man five times as many cases as he can use and throw in a case free, because it burdens and cripples him, and what cripples him cripples you as a producer.

When a buyer walks into your office with a certified check for a tremendous order of goods, which you know he means to sell at a price, your first thought is to snap it up, but on second thought, you realize that there will be no real profit for you in that deal when the books are footed up at the end of the year—and more than that, you may find that you have suffered actual damage. You are not looking for buyers with certified checks, but buyers who will build up your merchandising line—dealers who follow where you lead with your advertising and selling policies.

When you realize that you are working for tomorrow as well as today, you will keep out of many sales temptations.

Expediency is the mother of destruction.

#### V.

I am often asked: What chance has the man of tomorrow to be other than an employee?

There never was a time when individuality was at a greater premium than at the present moment. We all realize that the power to build up comes from a man who can "dream through," who knows what his aim is and where he is going.

Successful business is not dependent on mergers, mass production or distribution. Successful business always was and always will be dependent on men.

I foresee bigger things for the small plant than ever before, for the small plant with the double shift and one overhead is the inevitable one. Behind those plants will be multitudes of men who dream through and possess knowledge that never was and never will be anything but the tools with which imagination and intelligence do their work.

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# ..and it continued through 1925

when Henry Ford started  
the first airplane freight line  
and Dodge Brothers motor  
car business was bought  
for \$146,000,000 cash





as they have in the past, through advertising and selling, articles that will become synonymous with their name and use. Kodak was at first only an invented name, but the Eastman company has made it synonymous in the public mind with pictures, and that is an example of what I mean by truth in merchandising.

## The Young Woman in Advertising

Editor of PRINTERS' INK:

What about the young woman—and her job?

"through all the roads of the world we march, we march!"

That's the tune to which I marched out of my alma mater's campus gates nine years ago. Nine years ago, mind you—with head and ambitions high.

For six months I taught school. For one year I did social work. For six months I cubbed as a copy writer. For a year and a half I shadowed meekly and dutifully the man for whom I had cubbed copy, when he opened his own agency. (That must have been my most ambitious period. I remember that, unbeknowing to the boss, I dragged the bookkeeper down for a full day's work on Decoration Day!) For a year I bolstered, as advertising manager, a slow-dying specialty shop.

Now I'm stuck. Three years in the same job. My heart quails when I see September, 1926, as the date on a house organ I prepared when I first came to this job. And the word has gone around that there are no raises.

Now that we've heard Mr. Maratta and Mr. Ellsworth and others express themselves about young men can't we young (?) women have a little advice?

F. R. S.

OUR advice to the young lady is to keep right on marching. It is a long, long march in every business and the first nine years are likely to be the most difficult.

The same quick step which has enabled young women to march to important positions in interior decorating, banking, library work, the department store business, law, advertising, and, for all we know, undertaking, should certainly lead this particular young lady out of the temporary blind alley into which she seems to have strayed.

These temporary blind alleys

come to every man or woman in business. The way out is usually over the high, hard wall at the back. It requires real work to escape from a blind alley, perhaps some of the same kind of work which several years ago induced our correspondent to drag the bookkeeper down to a full day's work on Decoration Day.

Never having been a young woman ourselves it is somewhat difficult to offer any more concrete advice than that which we would offer to a young man under the same circumstances. Our anxious inquirer has probably read Helen Woodward's "Through Many Windows" which indicates that there are many difficult times in every advertising woman's road to success, as there are in any other line of work.

We hope that she read the article by Dorothy Marplaine in PRINTERS' INK for January 30. The writer gives a practical demonstration on how to escape from blind alleys in seeking an advertising job.

More and more women have been coming to the forefront in advertising. It is only right that they should. Most merchandise is purchased by women or as a result of their instigation. Who, then, is better suited to write copy to sell merchandise than women, young, middle aged and old, who have had a varied experience?

Perhaps, seeing this plea from one of their number on the road upward, one of these leaders among the advertising women of the country will take time to do for young women what Mr. Maratta and others have done for young men, namely, give a few words of advice based upon actual experience in building a job into a real career after it is secured. In the meantime and pending such an article we can only say to our correspondent, keep marching, for every road leads somewhere.—[Ed. PRINTERS' INK.]

### Appoints Faxon Agency

The Long-Eakins Company, Springfield, Ohio, manufacturer of Crispette equipment, has appointed Faxon, Inc., Chicago advertising agency, to direct its advertising account.



# ...and it never faltered in 1929

when the stock market  
did somersaults that sent  
shivers up the spines  
of thousands, and —



# Where to Copyright Advertisements

A Simple Explanation of a Legal Process That Puzzles Most Advertisers

Boyd L. Bailey and Sydney K. Bradley

Of the New York Bar

Of Donald B. Foreman & Co.

THERE are two methods of copyrighting an advertisement. It may be registered at the office of the Register of Copyrights in the Library of Congress, or at the office of the Commissioner of Patents. The copyright protection is the same in either office, the only significant difference being that the fee is \$2 in the Copyright Office and \$6 in the Patent Office. Yet it is dangerous to choose the cheaper registration merely for the sake of economy, as the Prints and Labels Act designates certain types of advertisements for the Patent Office.

Unless we know where the law came from, it is hard to understand the seemingly complicated provisions which deal with the simple subject of copyright. The law is a relic of the days before advertising, as we know it.

Someone is always bemoaning the passing of "the good old days"—except in the advertising world. As the youngest of the professions, advertising has changed and bettered its habits from year to year—"The copy of years ago is 'quaint'—The art is 'antiquated'—The production methods are 'inefficient'—The merchandising 'won't sell.'"

But the Prints and Labels Act dates from 1874. The ever-changing methods of advertising are dependent upon a procedure which

was a necessity more than fifty years ago. We have long since forgotten the need which shaped the law, but we are bound by its procedure.

An Act of 1870 provided that all copyrighted materials should be registered at the Library of Congress, then occupying part of the

Capitol Building. Four years later the inadequate quarters of the Librarian were overflowing with a vast assortment of labels, cartons, pictures, and the first embryonic advertisements of manufactured products. This congestion was remedied by the Prints and Labels Act of 1874, which provided that certain types of advertising matter should be registered at the Patent Office. Our difficulty lies in determining into which class the advertisement we wish to copyright falls. The defini-

*OF all the legal questions that are put to us for answer, none indicate such utter lack of knowledge of the subject as those pertaining to copyrighting advertising material.*

*The layman seems to be completely at sea so far as all phases of advertising copyright are concerned. Even what should be so simple a matter as deciding where a copyright ought to be obtained causes trouble.*

*The reason for this confusion is easily explained. The copyright law traces its origin to a time when advertising had barely made appearance. Since then, advertising has advanced with giant strides, but the copyright law has remained almost stationary.*

tions of 1874 are confusing in classifying the advertisement of 1930.

In which office should we register our advertisement?

For copyright purposes there are three types of advertisements:

- (1) Verbal—composed entirely of copy;
- (2) Pictorial—composed of photographs or drawings only;
- (3) Combination Verbal and Pictorial—the normal advertisement containing cuts and copy.

All verbal advertisements should



# Now...with the April issue

**NATION'S BUSINESS** is  
celebrating its 100th  
consecutive issue of gain  
in advertising revenue.★

Only a vital editorial pro-  
gram, addressed to a rich  
market of responsive readers  
can carry a magazine through  
eight years of uninterrupted  
advertising growth.

## **NATION'S BUSINESS** **WASHINGTON**

★ Even as we write, this record is broken. The May  
issue has closed with a gain over May 1929. The  
total is now 101 issues of unbroken gains.



# The Department Store . . .

## *Growing Outlets for . . . Toiletries and Cosmetics*

When it comes to big-volume business, the department store holds the lead in the field of toiletries and cosmetics as it does in most other commodities which it handles. According to the Census of Distribution, published last year by the U. S. Chamber of Commerce, the average toilet goods department in such stores did a business 18½ times as great as that of the corresponding department in the average drug store surveyed. The specialty shop, too, is a considerable outlet for this class of merchandise, with upward of three times the volume of the drug store. Between the department store and the specialty shop are distributed over 41% of the toiletries and cosmetics sold at retail in the eleven cities surveyed.

Yet this market is far from its fullest development as a source of profit to the manufacturer of toilet preparations. Only 67% of the department stores surveyed had, at that time, installed toilet goods departments, and only 2% of the specialty shops.

The number of larger retail stores entering the field of toiletries and cosmetics is increasing daily. For the department store and the specialty shop find in toilet articles a fast-turning, big-volume line which on the one hand brings people into the store, and on the other hand draws money from people who come to shop for other commodities. They find, too, that a toilet goods department aids materially in smoothing out seasonal peaks. For these reasons more and more of them are installing toilet goods departments.

This class of store represents an enormous market, actual

## THE FAIRCHILD PUR

8 EAST 13th STREET NEW YORK

DAILY NEWS RECORD MEN'S WEAR  
FAIRCHILD'S INTERNATIONAL (PARIS)

FAIRCHILD TEXTILE-APPAREL ANALYSIS  
RETAILING

STYLE SOURCE WOMEN'S V  
FAIRCHILD

# ... and Specialty Shop

## Toilet Articles and Preparations

Kind of Store	Outlets	Sales	Average Sales Per Store	Per Cent of Total
1. Drug	2,022	\$15,361,400	\$ 7,597	49.26
2. Department	85	12,052,700	141,791	38.65
3. Variety	166	1,741,700	10,492	5.59
4. Clothing, Women's	38	789,200	20,768	2.53
5. Others	421	1,237,000	2,938	3.97
	2,732	\$31,182,000		100.00

and potential, for the manufacturer of toilet goods and cosmetics. Already it distributes \$120,000,000 of such articles. Its ultimate purchasing power is still waiting to be developed by the enterprising manufacturer.

The department store and the specialty shop form a readily approachable market for the manufacturer. Two publications will reach the outstanding factors in this field.

RETAILING, the Fairchild weekly newspaper of modern distribution methods, is emphatically the publication of the large store. Its emphasis on whole-store selling, its thoroughness in treating of retailing as a science, its specific articles on merchandising in various departments, give it an unrivaled standing with store executives, merchandise managers, buyers and their associates. It is a direct medium for the cultivation of the large store.

STYLE SOURCES, the Fairchild semi-monthly magazine of fashion in everything that women buy for personal use, has the largest circulation of any magazine in its field. It holds its leading place because of its vivid presentation of authentic information for the buyer, the merchandise man, the stylist and every other person concerned with retail store selling. In combination with RETAILING it offers substantial coverage of every major outlet for feminine commodities.

## LD PUBLICATIONS

STREET NEW YORK, N. Y.

ANALYSIS WOMEN'S WEAR DAILY FAIRCHILD BULLETINS (LONDON-PARIS)  
E SOURCE FAIRCHILD TRADE DIRECTORIES MAN and his clothes (LONDON)

be registered with the Register of Copyrights.

Pictorial advertisements are divided into two classes. First, those pictures not showing on their face that they are to be used as an advertisement of a manufactured product should be sent to the Register of Copyrights. In this class would fall such examples as a picture of a girl, to be used for "atmosphere," or a picture of a building, or any scene such as one hangs on the living-room wall. Second, those pictures which do show that they are to advertise a manufactured product should be sent to the Patent Office. This class would consist of such pictures as that of a single manufactured product, such as a sleeve valve; a picture in which one manufactured product is obviously singled out as the main center of attention, like the woman in Gossard corsets (a type containing many borderline cases); a house roofed with tar paper, the picture being lettered "Barrett Roofing"; or a smiling girl, lettered, "She uses Forhan's."

Combination verbal and pictorial advertisements fall into these same two groups.

Many commonly advertised things are not "manufactured products." Service is not. Neither are life insurance policies, companies as distinguished from what they make, thrift plans, bonds, stocks, etc. Therefore, advertisements of these, whether pictorial, verbal, or both, will all be sent to the Register of Copyrights.

There is some doubt as to where to register the pictorial-verbal advertisement of a manufactured product. The trouble is that the statutes apparently direct that the picture go to one place and the words to the other. Yet, there is no requirement of two registries.

Registration of such matter should probably be at the Patent Office. Registering in both places is expensive and seems ultra conservative. Nevertheless some lawyers advise it. The rules of the Patent Office define a print (picture) required to be registered at the Patent Office as "an artistic and intellectual production designed

to be used for an article of manufacture . . . such, for instance, as an advertisement thereof." While a rule is not a statute, it is so treated by the courts after long usage. And this rule is the only thing, rule or statute, that squarely hits the nail on the head.

If your choice of registration office is wrong, it is by no means clear that there is any penalty for a mistake. Nowhere in the Copyright Law is there any statement that a copyright is void if registered wrongly. In fact, the law provides, ". . . Nor shall any error in classification invalidate or impair the copyright protection secured under this title." This provision may not apply to the whole law, but we do not think that an act designed merely to relieve congestion in an office should be used to defeat a copyright.

A most able opinion written recently by Judge Inch of the Federal District Court says: "It would seem to make little difference in whose office in Washington the various commercial labels gather dust." The Judge also said that either the Register of Copyrights or the Patent Office could issue copyrights on commercial prints. These statements are dicta rather than law, but they may indicate what the courts will hold when the case arises.

There are differences of legal opinion on the subject. The Commissioner of Patents has held that the Prints and Labels Act was repealed. However, the Attorney General, and the few courts that have had the matter before them, have given the opinion that it is still in force.

The above, by the way, simply has reference to advertisements to be published in newspapers and periodicals. Booklets, pamphlets and single sheets, go to the Register of Copyrights as "books."

The obsolescence of the Copyright Law makes copyrighting unnecessarily complicated, but if the general rules outlined here are followed, no troubles ought to arise.

The authors are considerably indebted for numerous suggestions to George H. Mitchell, of New York City, a specialist in this and allied fields of law.





**The sales  
on the  
cash register  
rather than  
the numbers  
on the calculator  
determine  
circulation values**

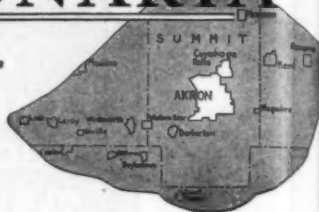
**THE CLEVELAND NEWS**

George A. McDevitt Co., National Representatives

# The AKRONARIA

—The area of  
Akron's Business Influence

BEING a compendium of useful information about Akron and Akronaria, published E.O.W. as a part of "Printers' Ink" by the Times-Press, of Akron, Ohio.



VOL. II, NO. 5

APRIL 3, 1930

THE TIMES-PRESS

## READER-RESPONSIVENESS

**R**ECENTLY the Times-Press offered an award to the person who would select the most appropriate title for a serial story which had been written by the T-P'S local "colyum conductor."

**16%**

Readers submitted over 9840 titles! A response equal to more than 16% of Times-Press circulation—1.6 of every 10 Times-Press subscribers contributed a title to amass this record!

**I**N conjunction with the Akron Automobile Dealers' Association and the 16th Annual Automobile Show, the Times-Press conducted an automobile puzzle con-

# Akron Times-Press

Detroit - Atlanta - Dallas  
San Francisco

NATIONAL ADVERTISING  
of The Scripps-Ho

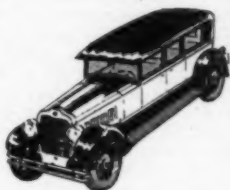
230 Park Avenue, New York City

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS, OF THE UNITED

test in which entrants were required to clip and solve eleven puzzles appearing in this newspaper.

The response was tremendous. Exactly 5716 persons submitted entries—approximately 10% of Times-Press circulation!

TO you who are accustomed to thinking in terms of larger circulation units, consider—and compare—this fact: If the Times-Press had a million subscribers, and the ratio of returns in these two contests had remained the same as with its present circulation, 161,177 subscribers would have entered the serial story contest, and 100,000 would have attempted to solve the automobile puzzle!



With your message in a newspaper which can so thoroughly demonstrate the responsiveness of its readers you can be assured that the story of your product will make, here, a maximum number of impressions for every cent and dollar spent in advertising.

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*Akron Is Not in the Cleveland Market—It Stands Alone*

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# es-Press



A Scripps-Howard Newspaper

ERTISING DEPARTMENT

Scripps-Howard Newspapers

City 919 N. Michigan Ave., Chicago

Philadelphia - Buffalo  
Los Angeles

OF THE UNITED PRESS, AND OF MEDIA RECORDS, INCORPORATED

# Millions for Artwork—But Not One Cent for Copy

Are Artists Overpaid—or Copy Writers Underpaid?

By Edward Prager

IT'S the advertising agency's job to write the client's copy. But do advertisers—or agencies—ever sit down to compare the amount of money spent for artwork with the amount spent for copy? Particularly in the case of large-size consumer advertisements in publications with big circulations, the advertiser is likely to spend a great deal of money for artwork. If a client is running a page advertisement costing, say, \$8,000 for white space, it is usually not very difficult to persuade him to spend \$500 or even \$1,000 for an illustration.

But how much will be paid for the copy? Assume that the agency copy writer who writes the advertisement is paid \$200 a week. Assume that he is allowed three entire days to write it. That brings the cost of the copy to \$100.

Is copy only one-tenth as important as artwork? Is it only one-fifth as important? Are copy writers underpaid? Or are artists overpaid?

Doubling a copy writer's salary wouldn't necessarily produce better copy. What the good copy writer needs is more time to write his copy. Would it be at all ridiculous to allow a copy writer a week to write one piece of copy? Artists are allowed fully that long to make an illustration. The copy might cost \$200. The illustration still, no doubt, would cost at least twice that sum.

I can hear protests to the effect that expensive research, profound thinking, long discussion, and careful planning all preceded the development of the copy slant, and must all be reckoned in when computing the cost of the copy. Without this preliminary work, it is objected, effective copy could not be written. Without this preliminary work, I ask, could an effective illustration be made?

How came this badly balanced copy-art situation?

The copy writer is quite properly a part of the agency. The demands of copy writing have inevitably placed him there. To write good copy, he must have a detailed, intimate knowledge of the product and of the advertiser. In most cases it would be a well-nigh impossible task to convey all this mass of client information, the traditions, attitudes, and policies of the client, to a free-lance writer.

On the other hand, the artist is quite properly outside the agency. A capable artist can produce a completely satisfactory piece of artwork, when given the purpose of the illustration, the scene or figures to be included, the feeling or tone desired, the technique deemed advisable, and a little more such information. Moreover, the better artists specialize in particular techniques; an advertiser would not want to bind himself to a certain style of illustration, by having an artist hired and assigned to his account. Part of the stock-in-trade of a good copy writer, however, is versatility. He is supposed to be able to assume a new style whenever the client needs it.

The artist, through the signing of his name, has won a reputation that makes him independent. The average good copy writer has no reputation with the consuming public, and little among agencies, for he does not sign copy—nor do I think he should.

It seems that copy writers will continue to work in agencies, and will remain anonymous. So it does not appear that they will win sufficient renown to enable them to raise their prices, or to demand more time in which to do their work.

The narrow margin of profit on which agencies operate indicates

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... and D & C Paper  
plays its part in selling

# BLABON Linoleum



*The Following Pages Demonstrate the  
Correct Use of the Allied Printing Arts  
as an Aid to Selling*

No. 1 of a series  
© 1930

Dill & Collins Co.  
Phila., Pa.



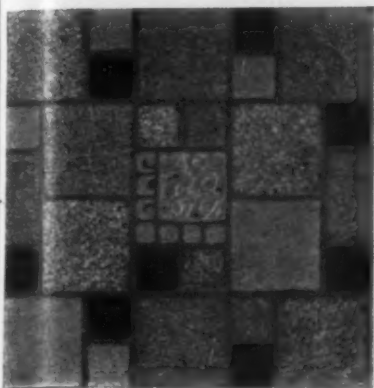


This label is the identifying mark on the face of all Blabon's Linoleum.



The engravings used in the Blabon Book are 150 screen process plates and half-tones made by the Master Color Engraving Co. of New York. Printing was done by The Franklin Printing Co., Philadelphia.





No. 367 Moulded Inlaid  
Midvale Grade Lacawax Finish.  
Large Tiles 4 1/4" x 8 1/4" only.

“**L**INOLEUM for every room in the house”  
is no longer a mere advertising phrase.  
Its acceptance has been fostered by most  
attractive and convincing advertising,  
including both magazine color pages  
and colorful literature.  
The new Blabon Book is most attractive.  
It portrays, in color, inviting interiors in  
addition to color reproductions of a wide  
range of linoleum patterns.  
In a few words, it is a thoroughbred job  
—done in a thorough manner. The  
paper selected was Dill & Collins’ Black  
& White Coated Book, basis 80. A sheet  
which prints superbly and with fidelity  
to every tone value, with a clean-cut  
crispness that is a joy to the eye.

## *This Brief Description of the Various D & C Papers Makes a Handy Buying Guide for Paper Users*

### **A Black & White Coated Book**

Exceptionally white and clean. Uniform in quality. Not easily soiled. Full tonal value for color process plates—faithfully reproduces minute details—halftone plates up to and including 175 line screen. Does not pick.

### **B Old Ivory Coated Book**

Soft, warm tone—often preferred to white. Same printing qualities as Black & White.

### **C Difold Enamel**

Flexible but husky paper. Printing surface comparable to Black & White Coated Book. Exceptional folding qualities. Embosses beautifully—is excellently suited for broadsides.

### **D Dullbrite Coated Book**

White and Ivory. Dull coated sheet of medium price. Smooth, velvety surface, gives mellow effect to halftones. Its low cost makes it an excellent utility paper.

### **E Multykolor and Multykolor Letter**

Coated on one side, particularly suitable for hangers, labels, calendars, etc. Color or halftone plates print splendidly. Multykolor Letter possesses identical printing qualities and is excellent for 4-page letters. Its uncoated side is suited to multigraphing or typewriting.

### **F Flat White**

A quality English-finish sheet on which color and halftone engravings of 120 line screen print to best advantage. Medium priced, high in quality. For 4-page letterheads its surface is well adapted to typewriting and multigraphing, as well as printing.

### **G De & Se Tints**

Soft, pastel shades lend themselves to artistic treatment. Freedom from glare, excellent printing qualities for halftones up to and including 120 line screen. Suited for writing with pen or pencil. Envelopes to match.

### **H Suede Finish**

A wove paper in White and India. *Suede Laid* in White and tints. Clean, opaque and closely woven. The antique finish, restful to the eyes, is a sheet on which clean-cut impressions of both letterpress and water color, line and Ben Day engravings can be easily secured.

### **I Canterbury Book**

Wove and Laid. For the booklet or announcement requiring personality. Its deckle edge may be used or trimmed. Canterbury pasted bristol for cards or covers and Canterbury envelopes are also available. The texture and color range add dignity to any sales message.

### **J D & C Torchon**

White primarily intended for the production of Jean Berté Color Process. Torchon is frequently used for standard letterpress printing. An unusual texture of real distinction, Torchon has the appearance of fine hand-made paper of highest quality. More than average bulk, yet charming limpness.

### **K Duchess Cover**

Antique and ripple finish. In White and subdued colors, excellent folding strength and embossing qualities—plus a deckle edge. Does not "fuzz" on the press. Available in light, medium and heavy weight. Printing texture plus long fibre produce a good printing surface and ample strength.

## DILL & COLLINS CO.

Master Makers of  Printing Papers

STA. E., PHILADELPHIA, PA.

Mail Coupon for Demonstration Sheets and Working Samples.

Dill & Collins Co., Station E., Philadelphia, Pa.  
Paper samples will be appreciated. We are particularly  
interested in papers.....

Name.....

Firm.....

Address.....

City.....State.....

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that they could not afford to add appreciably to their copy staffs in order to give copy men more time.

On some dim, distant day, an enlightened advertiser will see that his agency cannot afford to give its copy writers time to do their best work, and the advertiser will speak thus unto his agency: "Here, take this additional jack. Get thee another good copy man, and set him to laboring upon my account, that I may have better copy."

Until that day, copy writers will raise their sons to be artists.

### Appoints Des Moines Agency

The Advertising Novelty Company, Newton, Iowa, has appointed Cole's, Inc., Des Moines advertising agency, to direct its advertising account. Newspapers will be used.

### With Stevenson & Scott

Ernest LeMessurier has joined Stevenson & Scott, Ltd., Montreal advertising agency, as director and executive. He formerly was with the General News and Advertising Agency, Ltd., also of Montreal.

### Hotel Accounts to Bauerlein

The Washington-Yorsee Hotels, Shreveport, La., and the United Hotels of the South and West, Inc., have appointed Bauerlein, Inc., New Orleans advertising agency, to direct their advertising accounts.

### New Account for Behel & Harvey

The Shakeproof Lock Washer Company, Chicago, has placed its advertising account with Behel & Harvey, Inc., Chicago advertising agency. Magazines, business papers and direct mail will be used.

### X. F. Sutton, Vice-President, Wilding Pictures

X. F. Sutton has been appointed vice-president of Wilding Picture Productions, Inc., Detroit, commercial and educational motion pictures.

### Appointed by Milwaukee "Sentinel"

Julius Liebmann, formerly managing editor of the Milwaukee *Sentinel*, has been made vice-president and editor of that paper.

### Joins Typographic Craftsmen

William Schulhoff, artist and designer, is now associated with Typographic Craftsmen, Inc., New York.

### Ignorant and Stupid Not Alone in Unsound Merchandising

THE COTTON-TEXTILE INSTITUTE, INC.  
NEW YORK, MAR. 17, 1930.

#### Editor of PRINTERS' INK:

I read with a great amount of interest the article which appeared in a recent issue of *PRINTERS' INK* by Mr. Zinsser, ["Profit Versus Price Cutting," Mar. 13 issue.]

Unquestionably he has diagnosed some of the most difficult problems confronting business today. The only suggestion that occurs to me is that his criticism as to unsound merchandising should not be directed exclusively to the "ignorant and stupid." I am afraid that there are too many so-called leaders and in any event large producers and distributors who resort frequently to unsound merchandising practices thereby weakening any arguments which they or their trade association employ in favor of sound trade practices.

I fully concur in Mr. Zinsser's opinion as to the greater need of advertising through periods of depression than in normal times. To make money one must spend money and yet the advertising budget so often suffers when the order goes out to cut down expenses. Isn't the first mistake made in regarding advertising as an expense, especially where it has proved its value to a company or an industry? Intelligent advertising is nothing short of an investment. This is an indisputable fact which can be proved in too many successful industries to be controverted.

I was quite interested in Mr. Zinsser's estimate of the Federal Trade Commission and his feeling that it offers the best solution for improving an industry's general situation. We hear increasingly of the splendid educational work being accomplished by other industries through the medium of the trade practice conferences.

GEORGE A. SLOAN,  
President.

### Alloy Metal Wire to Clarke Agency

The Alloy Metal Wire Company, Inc., Moore, Pa., has appointed the E. A. Clarke Company, Philadelphia advertising agency, to direct its advertising account. Business papers will be used.

### B. H. Eix with Wilson-Boynton

Burt H. Eix, formerly art director of Brooke, Smith & French, Inc., Detroit advertising agency, has joined Wilson-Boynton, Inc., photographic studio of that city.

### Appoints Milwaukee Agency

The F. Rassmann Manufacturing Company, Beaver Dam, Wis., barn equipment, has appointed Klau-Van Pictersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency, to direct its advertising account. Farm papers will be used.

## Methods of Trade-Marking Coal

TELEGRAM  
THE BUCHEN COMPANY  
CHICAGO

*Editor of PRINTERS' INK:*

Please send us by mail complete list of articles appearing in your publications on merchandising of coal. Particularly interested in coloring of coal for trade-mark purposes.

THE BUCHEN CO.

AMUSEMENT PUBLISHING CO.

ATLANTIC CITY, N. J.

*Editor of PRINTERS' INK:*

Will you kindly advise us your index information on articles which have been printed relating to "trade-marking" coal?

A. G. WALKER,  
General Manager.

IN 1922 the following statement appeared in a *PRINTERS' INK* article on the advertising of coal: "Coal, like the obstinate walnut, is almost impossible to identify by means of trade-marks so that the ultimate consumer can tell whether or not he receives the advertised product that he orders. The customer may know, for instance, that a certain grade of coal is high in heat units, and contains very little ash, is shipped from the mines with few impurities left in the product; but when he calls up his local coal merchant and orders that coal, he has no way of knowing whether the coal delivered to his home and placed in his bin is the grade he has in mind, unless he is especially schooled in its exact appearance. The chances are he will not even see the product, but will only receive a report of the service it gave."

Since that time wonderful strides have been made. Coal is now trade-marked; and the mark is put directly on the product. A review of the various plans of trade-marking coal that have been described in *PRINTERS' INK* shows the gradual development of the plan through its various stages.

One of the early methods was adopted by the Lumaghi Coal Company, of St. Louis. This company advertised its various brands of coal and in that way gained consumer acceptance. The names, slogans and trade-marks appeared on every piece of litera-

ture, in all advertising, and on the tickets, bills, etc., of the dealers. The company even went so far as to identify the various brands to the dealers by placing trade-mark placards in each car of coal.

Next came the Jeddo-Highland Coal Company, of Jeddo, Pa., with a plan of using stamps. For every ton of coal which a dealer bought, he received a one-ton, certified coal stamp. When the dealer made a delivery of Jeddo-Highland coal, he pasted as many of these ton stamps on the delivery ticket as the order called for and canceled them with his date stamp. When the customer signed the delivery ticket he saw that he was receiving real Jeddo-Highland coal. This prevented another kind of coal being sold under the name of Jeddo, for the dealer could sell only the number of tons he bought, and could identify them to the customer with the company's official stamp.

In 1927, the Payne Coal Company adopted a novel system of trade-marking anthracite. It was known as the "Disc System." The trade-mark of the Payne Coal Company is an orange disc about one and one-half inches in diameter with the name and address of the company printed on one side. The other has printed on it the name of the colliery from which the coal is shipped and the slogan "The Orange Disc Insures Clean Coal."

These discs are thoroughly mixed throughout every carload of coal which the Payne company ships. The discs being weather-proof, retain their shape and legibility when received by the dealer who delivers the coal to the ultimate consumer with each ton containing from forty to fifty discs.

Following the "Disc System," the Delaware, Lackawanna & Western Coal Company developed a method of changing the color of each piece of coal. After much experimentation a plan was evolved whereby each piece of coal could be colored with a pure pigment, which has no injurious acids, creates no obnoxious gases, does not increase the incombustible element, but leaves an identification

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To turn out the best possible job within the required time and at the specified price . . . this is our code of operation. Ability to adhere to it is the reason for our success.

**OGDEN**  
PRINTING CO., INC.  
209 W. 38th St., New York City

WXYZ

on each piece. Blue was adopted as the color because it added to the attractiveness of the fuel.

In 1928, the Colorado Fuel & Iron Company perfected a branding process which individually brands one-half the number of lumps in every ton. This company developed a method of painting the trade-mark directly on the coal lumps. Before that time the company had trade-marked its coal for a number of years by using paper labels on its lump coal. These were found unsatisfactory because the label was easily torn or entirely destroyed by being wiped off against other lumps.

A paint mixture was therefore perfected, which dries in about nine seconds, or between the time the coal is branded on the chute and the time it drops into the car. The branding is done by men who are thoroughly trained in the method of application.

With the plan of the Colorado Fuel & Iron Company in successful operation it is likely that we will see more trade-marked coal. If any of our readers want more details on the history of trade-marked coal, we will be glad to supply them with a report listing all of the articles that have been published in the **PRINTERS' INK** Publications on this subject.—[Ed. **PRINTERS' INK**.]

### Glo-Co Account to Bernsten Agency

The Glo-Co Company, Los Angeles, manufacturer of liquid hairdressing, has appointed the H. C. Bernsten Advertising Agency, of that city, to direct its advertising account. Newspaper and radio advertising will be used.

### Yeast Products Account to Hays MacFarland Agency

The Northwestern Yeast Company, Chicago, manufacturer of Yeast Foam, Magic Yeast, and Yeast Foam Tablets, has appointed Hays MacFarland & Company, advertising agency of that city, to direct its advertising account.

### Appoints Jordan Advertising Abroad

McCormick & Company, Inc., Baltimore, Bee Brand insecticide and drug and food products, has appointed Jordan Advertising Abroad, Inc., New York, to direct its export advertising.

### Gardner and Moon Sales Staffs Merged

The Gardner Motor Company and the Moon Motor Car Company, both of St. Louis, have consolidated their engineering and sales staffs in order to design and market cars on a more economical basis. Each company will retain its own identity.

G. C. Patrick, formerly chief engineer of the Gardner company, will head the consolidated engineering organization and F. H. Rengers, formerly sales manager of the Gardner company, will be general sales manager of the consolidated sales organization.

### Executive Changes with Kroger Grocery and Baking

Albert H. Morrill, for many years general counsel of the Kroger Grocery and Baking Company, has been elected president of the company, following the resignation of B. H. Kroger, Jr., A. L. Nagel and George H. Meiners from the board of directors. William H. Albers, president of the company for the last two years, has been elected chairman of the board of directors.

### Join Young & McCallister

Chester N. Heas, formerly advertising manager of the Brolite Lacquer Manufacturing Company, Los Angeles, has joined Young & McCallister, Inc., producer of direct advertising, Los Angeles, as head of the copy department.

Richard B. Atchison and J. R. Wells have joined the sales department.

King Richardson has also joined Young & McCallister as assistant art director.

### Manternach to Direct Newspaper Campaign for Cigars

The Louis King Cigar Company, Hartford, Conn., manufacturer of King Perfecto cigars, has appointed The Manternach Company, advertising agency of that city, to direct its advertising account. Newspapers throughout New England will be used.

### Hamman-Lesan to Direct Cruise Campaign

The Los Angeles office of the Hamman-Lesan Company has been appointed by the Los Angeles Steamship Company to direct the advertising of the South American cruise of the company's flagship, *City of Los Angeles*. Magazines and newspapers will be used.

### Botany Worsted Mills to Smith, Sturgis & Moore

The Botany Worsted Mills, Passaic, N. J., have appointed Smith, Sturgis & Moore, Inc., New York advertising agency, to direct their advertising account.



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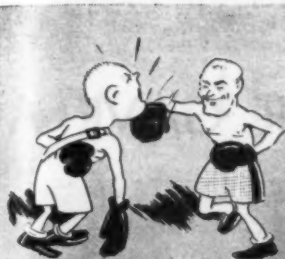
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**You wouldn't  
send a fighter  
into the ring  
with one hand  
tied behind his  
back . . . . .**



**It's just about as futile to  
try covering a TWO news-  
paper market with only ONE  
newspaper!**

**Advertisers who  
know that one  
newspaper is not  
enough in Milwaukee**

**I. HARTMAN'S**

Over the past few years  
Hartman's, the largest  
furniture advertiser in  
Milwaukee, has used  
more space in the News  
than in any other Mil-  
waukee newspaper.

**To Cover  
Adequately  
the  
Two-Newspaper  
Milwaukee  
Market**

**"YOU NEED THE NEWS"**

**WISCONSIN NEWS**

**MILWAUKEE**

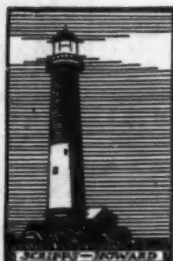
**(Ask the Boone Man)**

# A NEWSPAPER GAVE A

*If newspapers can be said  
to build cities, the new  
Cincinnati is the work of  
the Cincinnati Post.*



New Life expressing itself. Part of the \$200,000,000 being spent in the development of down-town Cincinnati. Photograph, courtesy of Cincinnati Street Railway Co.



## The

MEMBERS OF  
THE AUDIT BU-  
REAU OF CIR-  
CULATIONS  
OF THE UNITED  
PRESS and of  
MEDIA RECORDS,  
INC.

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS

# CITY NEW LIFE

That paper is the Cincinnati Post. Working alone, every other newspaper indifferent or hostile, the Post supplied the editorial influence that a few years ago gave Cincinnati a new government. Since that time Cincinnati has become the best governed large city in the United States.

And good government has made Cincinnati a new city. In the four years which have elapsed since the Charter Government went into power, more than \$200,000,000 has been, or is being spent in the development of down-town Cincinnati . . . not by public bond issues but by private capital.

A newspaper so civic-minded and forward-thinking appeals to people who are likewise civic-minded and forward-

thinking. It is such people who enjoy such writers as O. O. McIntyre, Heywood Broun, M. E. Tracy, Will Rogers, and the other editorial and feature writers of the Cincinnati Post.

And assuredly a group progressive enough to change a government and keep it in power is progressive enough to want the modern merchandise which you make and sell and advertise.

To put the Cincinnati Post on your list is to make sure that you reach in its entirety\* this market of influential, forward-thinking, civic-minded Cincinnatians.

**\*Post Circulation—**

1. City and Suburban . . . 139,435
2. In the O.K. Market . . . 160,000  
(Cincinnati Trading Area)
3. Total Circulation . . . . 195,062

## Cincinnati Post

NATIONAL ADVERTISING DEPARTMENT OF  
SCRIPPS-HOWARD NEWSPAPERS  
230 PARK AVE., NEW YORK CITY

DETROIT . PHILADELPHIA . BUFFALO . ATLANTA

# TIME'S ZODIAC ♈♉♊♋♌♍♎♏♐♑♒♓



## \* A R I E S \*

*The sign of activity, force,  
expediency, the pioneer spirit.*

**BORN UNDER THE BUTTING RAM**

*(March 22 to April 21)*

J. P. Morgan, Sr.  
\*Harvey Firestone, Jr.  
\*Nicholas Murray Butler  
Anthony Van Dyck  
Jim Fiske  
\*Andrew Mellon  
Charles P. Steinmetz

\*Ray Lyman Wilbur  
Thomas Jefferson  
\*Stephen Birch  
Prince Otto von Bismarck  
\*John Grier Hibben  
Washington Irving  
\*Louis K. Liggett

\* Subscriber to  
**TIME**  
*The Weekly Newsmagazine*

*In Automotive Advertising, for instance (automobiles, accessories, tires, oils, etc.), TIME ranked 4th among all general magazines in 1929:*

Sat. Eve. Post . . .	1540 pages
Literary Digest . . .	568 "
Collier's . . . . .	332 "
TIME . . . . .	296 "
Country Gentleman . . .	293 "
New Yorker . . . . .	243 "
Liberty . . . . .	200 "
Vanity Fair . . . . .	199 "

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## An Advertising Calendar for the Salesmen

### A Plan for Keeping the Sales Force Informed on Where Advertisements Are Appearing Each Month

**M**OST national advertisers take elaborate pains to make certain that every salesman is completely informed on the advertising that is being or is about to be done on the products which he sells. The usual custom is to present each salesman with a portfolio containing specimen advertisements, lists of mediums in which they will appear, the circulations of these mediums, etc. This information comprises a valuable part of the salesman's sales kit, but often the advertising data are so complete and detailed that it is difficult for the salesman to find any specific information which he may want. Most salesmen, for example, are interested to know each month just how much advertising is being done and where. They find that to be able to tell dealers exactly what is being done for them in the form of advertising right *this month*, or even this day, is often a big help.

This information is usually contained in the portfolio, but the salesman must dig it out each month. Then, too, changes are often made in the advertising schedule after the portfolio has been made up.

It was with this thought in mind that National Carbon Company, Inc., originated its "Eveready Advertising Calendar." This calendar presents in a handy form specific information on what advertising is being done for all the Eveready products during the current month. It is printed in "En Route," the company magazine that goes to salesmen.

A full page is devoted to this, each product being illustrated alongside of a regulation calendar sheet for that month. Certain of the date squares are blocked out in

En Route

November 1929

# EVEREADY ADVERTISING CALENDAR

For the Month of NOVEMBER, 1929

## Eveready Raytheon Tubes\*

See U. S. F. T. B. for  
List of  
Eveready Raytheon  
Tubes and  
their  
Applications

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19		21	22	23
24	25	26	27	28	29	30

\*See Catalog, 600 miles. Save Money and Buy Right advertising a credit.

## Eveready Flashlights

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24		26	27	28	29	30

See Eveready Catalog for complete list of  
Eveready Flashlights and their  
Applications

## Eveready "Combination Campaign"

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
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17	18	19	20	21	22	23
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See Eveready Catalog for complete list of  
Eveready Batteries and their  
Applications

## Eveready Prisms

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
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## Eveready Cameras

See Eveready Catalog for complete list of  
Eveready Cameras and their  
Applications

## Eveready Radio Batteries

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
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See Eveready Catalog for complete list of  
Eveready Radio Batteries and their  
Applications

See Eveready Catalog for complete list of  
Eveready Radio Batteries and their  
Applications

TEAR OUT THIS PAGE FOR  
READY REFERENCE

journals on the first, in a national weekly on the ninth, a technical radio paper on the tenth and another business paper on the twentieth.

A note at the bottom of the page suggests that the salesman "Tear out this page for ready reference."

And that is exactly what it is—a ready reference. It is something that may be carried in the pocket and probably serve the salesman better on many occasions than an advertising portfolio.

### Appoint Muench Agency

The Cunningham Company, Chicago, maker of dish washing machines, has placed its advertising account with C. Wendel Muench & Company, advertising agency of that city. Magazines and direct mail will be used.

Foley & Company, of that city, has appointed the Muench agency to direct its advertising in magazines.

### M. F. Behar with Smith, Schreiner & Smith

M. F. Behar, for five years advertising manager of the C. J. Tagliabue Manufacturing Company, Brooklyn, N. Y., instrument maker, has joined the staff of Smith, Schreiner & Smith, Inc., Pittsburgh advertising agency, as technical account executive.

### Join Byrum Agency

C. C. Inlow, formerly with the Buchanan-Thomas Advertising Company, Omaha, Nebr., has joined the staff of the R. H. Byrum Advertising Agency, Denver. Chester Goodfellow has also joined the Byrum agency as a member of the art staff.

### Burt MacBride to Start Own Business

Burt MacBride has resigned as associate director of Amos Parrish & Company, New York. He is planning to open his own business at that city as sales promotion and advertising counsel.

### H. R. Kimmel with "Successful Merchandising"

H. R. Kimmel, formerly with Montgomery Ward & Company and later with Butler Brothers, has joined the New York staff of *Successful Merchandising*, Des Moines, Iowa.

### To Represent McCandlish Lithograph

Arthur A. Failmetger has been made New York sales representative of the McCandlish Lithograph Corporation, Philadelphia.

## Issues Report on Printing Type Faces

The National Board on Printing Types, which was formed following the national convention of the Advertising Typographers of America last September, has issued a report of its activities thus far. To meet the problem of assimilating the multiplicity of new types being offered for advertising purposes, the board was organized with the idea that it would meet periodically to examine the new type faces as issued and to report its findings as to which of the new types seemed worthy of endorsement as to legibility, beauty and suitability for advertising use.

"While primarily the Board is organized to consider new types as issued and to be issued," the report states, "it was felt that a careful study of faces now available. Listing those recommended by the Board, would be the best first statement the Board could make, providing as it would a good background for future recommendations of the Board.

"Therefore, the following list of types represents the first recommendations of the National Board on Printing Types. These types are, in the opinion of the Board, basically good in design and legibility and may reasonably be expected to be found in the shop of the well-equipped advertising typographers: Caslon Family, Baskerville, Bodoni Family, Cloister Family, Garamond Family, Goudy Family, Kennerly Old Style, Nicholas-Cochin, Les Cochins, Futura Family, Cooper Family, Kabel Family, Scotch Roman, Bookman, Goudy Modern, Century Expanded and Forum."

The Board, according to the report will consider such types as may be placed before it for judgment from time to time and will issue after each meeting a list of such new types which, in its opinion, are deserving from the standpoint of beauty and legibility of wide use. In its reports, according to the Board, only recommended types will be listed; no findings will be published as to types not recommended. Also types considered but not listed may be brought before the Board again at any time.

### Southeast Outdoor Group Meets

The Outdoor Advertising Association of the Southeast held its annual convention at Birmingham, Ala., recently. Officers were named by States with Alabama selecting for president, W. W. Parlier, of Montgomery; Mississippi, A. Crow, of Meridian, and Tennessee, A. B. Faust, of Jackson.

### Rankin & Roux Merged with Scheck Agency

Rankin & Roux, Inc., Newark, N. J., advertising agency, has merged with the Scheck Advertising Agency, Inc., also of Newark. The merged agencies will operate under the name of the Scheck Advertising Agency.

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Apr. 3, 1930

PRINTERS' INK

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# KENTUCKIANA

## » Typical American Market



### » Printers' Ink of

March 6th refers to Greater Louisville as a "typical American market." And so it is. The U. S. Bureau of the Census recognized this when they chose Greater Louisville, the Capital of Kentuckiana, as the proving ground for refining its census method of wholesale and retail distribution previous to taking the nation-wide census of 1930.

### » Kentuckiana, known

as the Center of American Markets, is virtually at the center of population of the United States. It is a market ideally suited for both test and tested advertising campaigns.

### » Typical response

to sales promotion appeals can be expected through the use of the only two mediums that thoroughly cover this typical American market at one low cost. And they are . . .

## THE COURIER-JOURNAL THE LOUISVILLE TIMES

MEMBERS:

100,000 Group of American Cities

A. B. C.

Represented Nationally by The Beckwith Special Agency

# 15 MILES ADD ADT

Municipal Boston is credited with a little less than 800,000 population by the 1920 census. But, within a radius of fifteen miles from City Hall are nearly two million people. Cambridge, reached by subway in eight minutes, Brookline, the Newtons, Somerville, Malden, and other large centers of population are all an integral part of the Metropolitan system, although each retains its civic entity. Stretch the radius 15 miles more and another million is added.

Here is what Business Boston offers to the advertiser within the 30-mile area:

19 cities over 25,000 population

23 cities over 10,000 — 25,000

28 towns of 5,000 — 10,000

20 towns of 2,500 — 5,000

40 towns under 2,500

This population of 3,000,000 people is prosperous and responsive to well-planned and well-executed advertising. They are liberal buyers and prefer the merchandise made known to them through consistent advertising.

Advertising Representative:  
**GEORGE A. McDEVITT CO.**  
 250 Park Ave. New York, N. Y.  
 914 Peoples Gas Building  
 Chicago, Ill.

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# BOSTON HERLD



# ANOTHER MILLION

800,000 Boston differs, however, from other cities in one respect—its people are divided into two separate and distinct groups through the influences of tradition, sentiment, heredity and environment. This division is made quite apparent through a comparison of Boston's major daily newspapers.

The Herald-Traveler differs from its three contemporaries in almost every respect. In its editorial policy, in its method of display and manner of news presentation it shows its allegiance to one of the two population groups. Carrying, as it does, the largest total of advertising lineage of any Boston daily, indicates the greater buying ability of Herald-Traveler readers and shows that advertisers, national as well as local, consider them preferred prospects. Three other papers serve the other group.

To cover Business Boston thoroughly is not difficult. It is necessary only to remember the divided status of its people. The advertising columns of the Herald-Traveler must be used to reach the important group, while one of the other papers can be used to appeal to most of the other.

For eight years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston daily papers.

# WORLD-TRAVELER

# GRIT

## does not sell

### ON BROADWAY . . . . .

No publication can serve two markets. Consequently, GRIT doesn't attempt to sell on Broadway—or on Market Street, or Michigan Boulevard, or Woodward Avenue.

GRIT'S market consists of 12,000 small towns and rural communities—mostly east of the Mississippi River—and GRIT has been concentrating its appeal exclusively in this market for the last forty-seven years.

GRIT understands the small town mentality; its likes and dislikes; its enthusiasms and its prejudices; and GRIT has adapted itself to small town ways.

You, too, must adapt yourself to the rural viewpoint if you would sell anything to the 31.7% of America's families who live in places of less than 10,000 inhabitants. Here, you can't use metropolitan selling methods, nor media keyed to the metropolitan point of view—and expect favorable results.

Proof? You'll find it in the fact that not more than 10% of GRIT'S 400,000 reader-families are reached by any other national publication, and in the further knowledge that GRIT'S circulation has shown a steady, purposeful increase for almost half a century.

If you'd like to know more about your own possibilities in the small town market, call in a GRIT representative, or write the home office. We'll furnish facts and figures without obligation.



Home Office:  
WILLIAMSPORT, PA.

Advertising Representatives:  
THE JOHN BUDD CO.

# Is Trade Co-operation Taboo?

Many Influential Business Men Are Urging That Further Light Be Shed on What Business Can and Cannot Do to Eliminate Unsound Practices

EVER since Rudolph Zinsser suggested in *PRINTERS' INK*\* that the ignorant price cutter who does business at a loss will some day be considered an economic criminal, letters and comments have indicated that he opened up a live subject. His suggestion that one solution might be found either in a uniform system of cost accounting or a further development of the trade practice conferences of the Federal Trade Commission has met a sympathetic response among individuals and associations facing the problem of depressed price levels.

A most constructive suggestion along these lines is a recent statement by the American Institute of Food Distribution. This important organization points out that the confidence business men were developing in their efforts to correct intolerable competitive conditions is gradually being replaced by an atmosphere of uncertainty. Says the statement: "The attitude of the Department of Justice has changed from expressions of a desire to co-operate to an atmosphere of criticism."

It points out that institutes, open price associations and other forms of co-operation have been developed for the purpose of permitting competitors lawfully to safeguard the life of industry. To help promote thought and discussion on the general subject, the Food Institute makes the following abstract suggestions:

"The solution for this problem in each competitive group rests in the sound administrative control of the businesses in that group and that in turn depends upon the character of the competitive contact between the businesses whose operations parallel each other.

"If all these businesses can be administered along sound lines of economic and human relationship, the problem will be solved.

"The control should come from human intelligence properly applied rather than by arbitrary agreements.

"To determine the way to get this all-saving intelligence into each group, we must first realize that the greatest single menace in the present intimate competition is unintelligent management—blind egotism, lack of knowledge of costs, market conditions and economic laws; and especially the survival of the old belief that an individual can pull fast moves that will take advantage of his competitors.

"To have sound competition relationship, we must recognize that any move by an outstanding factor is normally followed, almost immediately, by all of the factors in competition. This applies alike to special prices, deals and clever tricks to gain advantages.

"Even the moves of the smallest factors are likely to be followed in sufficient measure by their competitors until the destructive tendency reaches up and upsets the big people.

## *Toward the Least Intelligent Level*

"All price and special trade concessions have a tendency to work toward the least intelligent level and that drift is speeded by the normal tendency of the buyers to play one competitor against the others.

"The obvious remedy that would be applied within any combination would be the distribution of the knowledge necessary to stop the unintelligent moves.

"Knowledge of the mutual dependence of each business upon the others; knowledge of costs, production and distribution; especially knowledge of market conditions and what the price-cuts and special deals really are and what they are not, these are the things a properly organized competitive relationship would have to know to be helpful to industry.

"Any member of a trade asso-

\*"Profits Versus Price Cutting," March 13, 1930, page 17.

ciation would hesitate to do an unintelligent thing if he knew that all of the other members were aware that he had not taken sound action, and if he knew that such a move would be immediately reported to all of the others.

"Why not recognize the ultimate interest of all in having intelligent management in each business group? Why not recognize that the one thing that would do most to give stability to each business individually would be the gathering and distributing of so full a record of facts that each man in the trade had the opportunity to know exactly what he was doing—to know the truth about his competitors and to realize that his acts will be reported to them and will be generally followed by competitors.

"This is a broad field where a great measure of work must be done to secure efficiency, but it is a field where every business association should be properly encouraged by the Government. Most of the controlling statistics should be assembled by an official body, leaving the interpretation and the details of exchange of daily moves to each trade group."

It is then suggested that President Hoover would do a constructive thing for business were he to call a conference of business leaders from different groups to give impetus to the movement of intelligent co-operation through trade association activities.

Many business men have felt that the Trade Practice Conferences of the Federal Trade Commission have been very valuable in eliminating trade abuses. They admit that some members of industrial organizations may be using Trade Practice Conference agreements to cloak questionable practices, but they insist that such instances are very few considering the number of individual members who are parties to these agreements.

Administrative officers of the Federal Trade Commission have emphatically stated that no rules have ever been promulgated under which price fixing activities may be legalized. Price fixing has been

and always will be illegal under present laws.

The Trade Practice Conference plan has been gaining steadily in favor over the last few years. Much of the criticism of these conferences has been based upon the unwarranted fear that its extension furnishes a wedge opening the way for further control of business by the Government. However, conferences are never called by the Commission unless a request is voluntarily filed by the trade group in question. The entire responsibility for holding such a conference rests with the trade and not the Government.

The fact that a great many individuals and associations are searching for help in their desire to form a basis for sound and legal competition is indicated by the statement of the American Institute of Food Distribution and several other associations and manufacturers. Perhaps a statement by the Federal Trade Commission as to the good already accomplished by the Federal Trade Practice Conferences, and further information concerning how they operate, would do much to clear up a present source of misunderstanding.

### "One Profit" Grinders to Be Advertised

The Cleveland Electric Motor Company and its subsidiary, the Production Equipment Company, Cleveland, have started an advertising campaign, making use of business papers and direct mail, to feature their One Profit grinders and buffers. The account is being directed by Oliver M. Byerly, Inc., advertising agency of that city.

### Death of J. L. Hirschman

Jacob L. Hirschman, for many years foreign advertising manager of the Milwaukee *Herold*, a German daily, and later with the local and foreign departments of the combined *Germania-Herold*, died recently at that city. He was eighty-five years old.

### Appoints Fairall Agency

Brinsmaid & Company, Des Moines, Iowa, lamps and gift wares, have appointed Fairall & Company, advertising agency of that city, to direct their advertising account. Business papers and direct mail will be used.

# This Is Easy to Prove

The Circulation of The Los Angeles Evening Herald is greater, by many thousands, than any other Daily Newspaper, not only in Los Angeles, but in the entire West.

(See last A. B. C. Report or Government Statement—or the next ones.)

In Advertising Volume, The Evening Herald led the next Los Angeles Daily, (a morning paper) by more than a MILLION lines in 1929—and carried 2,772,849 lines more than BOTH of the other Los Angeles evening papers COMBINED.

(See Media Records—1929)

## LOS ANGELES EVENING HERALD

### Representatives

In New York  
HERBERT W. MOLONEY  
342 Madison Ave.  
In San Francisco  
A. J. NORRIS HILL  
Hearst Bldg.

In Chicago  
JOHN H. LEDERER  
326 Madison  
In Detroit  
RAY MILLER  
General Motors Bldg.

# IT'S CROSSING THE PLATE THAT MAKES A HOME-RUN COUNT

The copy or advertising idea that deserves credit for being a hit of four-base caliber often misses the recognition it might have had if well-planned follow-up had driven its message home. That's why advertising and sales executives like to see Multigraph equipment in the line-up. It's a great clincher of sales plans.

No matter how beautiful the window trim material, it must be used to be effective. Multigraph reminders are a big help in getting window material used. No matter how sound the selling plan, salesmen must co-operate, or the plan falls flat. Multigraph campaigns have kept many a sales staff on its toes.

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**FOR FINISHED CAMPAIGNS**

*The* **MULTIGRAPH**

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Whatever your selling plan may be, it's safe to say there's a way for Multigraph equipment to make it more effective or more economical. Let a Multigraph representative give you details.



THE AMERICAN MULTIGRAPH SALES CO.  
1800 East 40th Street Cleveland, Ohio  
137 Wellington St. W., Toronto, Ontario  
(or consult your telephone directory)

For applying selective selling economy  
to modern mass merchandising—the  
Addressing Multigraph.

*Worcester, Massachusetts*

# An Industrial City of Homes----

And of families with bank accounts. The following percentages (of families) indicate Worcester standards of living—

City Area	Suburban Area	
43.08%	56.92%	Own their homes
62.45%	61.55%	Have savings accounts
99.03%	93.41%	Live in homes wired for electricity
48.85%	42.87%	Have pianos
50.55%	43.66%	Have radios

The figures above are taken from the survey of the Worcester city and (average 18-mile radius) suburban area made by Emerson B. Knight, Inc., of Indianapolis, Ind.

In this rich industrial section, with an average wage higher than that of Boston, The Telegram-Gazette is the dominant influence.

The Emerson B. Knight survey shows that, of all families in Worcester and the average 18-mile suburban radius who are Regular Readers of any Worcester newspaper, The Telegram-Gazette maintains Everyday home-effective coverage with the following percentages:

94.01%	of Class A Families
85.97%	of Class B Families
80.75%	of Class C Families

The Telegram-Gazette alone satisfactorily and effectively covers this rich industrial field.

There are not a dozen newspapers in the entire country, in competitive fields, which cover their respective markets so completely as The Telegram-Gazette covers the Worcester market.

Total Average Net Paid Circulation

## 105,626

No other Worcester newspaper has 30% as much.

In Worcester county, industry is so varied that no one form of industry produces 6% of the total manufactured products, the annual value of which is approximately \$500,000,000.

# THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, *Publisher*

Paul Block, Inc., National Representative

New York    Boston    Chicago    Detroit    Philadelphia    San Francisco



# How Long Should Merged Companies Keep Their Old Names?

These Six Merged Companies Are Retaining Their Own Prestige Until the New Name Becomes Well Known

By Charles G. Muller

A GOOD deal has been written and said in recent months about mergers. But one important angle that has not received enough attention is the technique of preserving, or capitalizing, the identity and prestige of the companies contributing to the merger.

In most instances, the newly formed group includes individual companies which have built up for themselves a considerable trade and consumer following. They may have advertised extensively over a period of years or they may have, through thoughtful management, made their company name or trade-mark a very real symbol for good product and reliability.

Each unit of the merged organization may have a considerable contribution to make to the prestige of the whole. Yet it may be wise to merchandise the combined output of the several units under a single brand name or to create a new identity for the merged interests. In which event the task is to use the good-will and prestige of each individual unit so that fullest advertising and merchandising benefit will accrue to the new group identity.

This is a very real problem at the present moment, for admittedly there is a tendency to feel that merchandising of merged interests can coast on past performances of the individual companies. Merchandising and advertising expenditures may be held back in order to assure dividends that an independent owner ordinarily would pass in order to continue the momentum of the individual business.

Because bankers sometimes are not merchandising minded, they do not understand that the prestige and good-will obtained by past advertising and promotion can only be maintained by continuing to advertise.

We must economize, say the bankers, because the advantage of merging is to effect economies. We will cut the advertising, they announce. And, feeling that money spent last year in promoting a product will carry on indefinitely in its effect, they allow the public to forget—and the merger often does not prove successful.

There is a technique to be learned if mergers are to make the most of the good-will of the individuals gathered into the new group. And an example of such technique in capitalizing the reputations of individual companies while giving a new identity to the merged interests is the method now being used by Revere Copper and Brass Incorporated. Six companies, in this group which was formed about a year ago, are contributing their separate prestige in a way to assure ultimate acceptance of a new merger name that eventually will be worth more than the six individual names combined—because it will be made up of the six names plus additional prestige.

"Our six concerns," explains Thomas D'A. Brophy, vice-president of the new group, "had competed generally with each other, but instead of throwing together men who had been competitors and then expecting them to be happy under strained conditions, it was decided to consolidate very gradually. Our aim was to retain individualities while building a group spirit and name, operating the companies separately just so long as it was felt individual names were of greater value than the merged name.

"Beginning at scratch, we planned to do three things: First, continue to operate the separate divisions under the original names. Second, initiate a new advertising campaign

to establish generally the name of the merged group. Third, when the weight of the merged name became greater than the combined weight of the individual division names—shift to the new group name."

What the Revere company proposed to do, and is doing, was the opposite of the method used in many mergers. Instead of throwing overboard the accumulated value of years, Revere proposed to hold tight to all sectional goodwill until that individual prestige had merged in public consciousness into the Revere name. The company, in a word, intended to retain all prestige of individual names until Revere as the parent name should outweigh them all.

"To carry out the first part of our program," says Mr. Brophy, "we have continued to feature divisional names in trade advertising. In addition, we are featuring in various publications the Revere name with divisional names linked to it, so that readers will gradually become aware of the fact that the old familiar companies are part of a larger and more important unit.

"The second part of the plan involves an expenditure of \$150,000 to \$175,000 in advertising that does not mention a single product. That is, our general campaign, which now has run four months, has only one aim—to make the group name more important than all divisional names combined. This advertising is providing the common denominator for the separate companies—a recognized unit name. (A detailed description of this campaign appeared in *PRINTERS' INK*, March 13, page 101.)

"The third part of our program is still to come, and it will come only when our advertising has built up in public consciousness the name of Revere as bigger than the individual names in the organization.

"When this point is reached—when the merged name weighs more than the names of the six divisions—the Revere mark can be advertised on Revere products. For then we shall have established

the new name on the solid foundation of the old divisions' prestige."

Revere is carrying something of the same technique into the handling of the divisional products as in the handling of the divisional names.

"At present we are selling the products of the separate companies," says Mr. Brophy, "under their own names. But instead of continuing to have each company service a national territory, we are zoning each so that it sells to the section adjacent to the plant. Salesmen for the Taunton-New Bedford Division in Massachusetts, for example, instead of going to all parts of the United States in competition with other national concerns, are setting out to cultivate New England area business—intensively. They are busy in the territory which their plant logically serves. This is true of the other companies.

"Some of the companies do not make all of the products which eventually will go out under the Revere name. This problem has been solved by working out a plan whereby each division is supplied with those products not made in the home plant and whereby the sales profit on these items is sufficient to stimulate salesmen to push them as hard as they push their own plant products. That is, they have as great incentive to sell materials produced in other divisions as to sell items made in their own, and when sales of such items reach the point where the local plant can more profitably make them on the spot, plans call for just such a production change.

"When old customers insist on being served by the old company, we continue the basic plan of not letting go of any goodwill until we have created equally as profitable prestige for the Revere name, and so the old arrangement continues. The result of this plan, which holds tightly to intangibles of goodwill and personal contacts, is that we have not lost a single executive from any divisional companies. Instead of sacrificing the loyalty of men attached to the old companies, we have actually procured an intensification of effort.

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# Argentina

## a \$875,000,000 customer

ARGENTINA, the sixth largest market of the world, imports about \$875,000,000 in merchandise each year from the United States. Argentina's per capita wealth is surpassed by only a very few countries. Here is a ready and responsive market for life's necessities and luxuries.

LA NACION of Buenos Aires, Argentina's leading daily, furnishes you direct contact with that portion of the Argentine population which can and does spend money.

In make-up and presentation, LA NACION of Buenos Aires is comparable with the best newspapers of the United States.

It is a member of the Associated Press and enjoys an outstanding prestige with its loyal readers. Its circulation carries it to every part of the Republic.

*The following table compiled by the Economic Department of the University of Chicago shows the proportion of total commercial activity of South America dominated by Argentina:*

Foreign trade .....	50%
Railroad transportation—Freight .....	80%
Passenger .....	57%
Telephones .....	40%
Automobiles .....	55.5%
Mail activities .....	62.4%
Telegrams .....	61%
Gold currency .....	72.8%
Mercantile shipping .....	28.8%
Consumption of printing paper .....	56.6%

It is significant that LA NACION carries far more display advertising than any other newspaper in Argentina. Ask us for full particulars.

Editorial and General Offices in  
the United States:  
**W. W. DAVIES**  
Correspondent and General Representative  
383 Madison Ave., New York City

United States Advertising  
Representatives:  
**S. S. KOPPE & CO., Inc.**  
Times Building, New York City  
Telephone: Bryant 6980

# LA NACION

of Buenos Aires

Extraordinary Pulling Power — Superior Coverage — Prestige

"Both in cultivation of territory for each division, and in spread of all Revere products in territories hitherto uncovered, we have gained instead of sacrificed by this plan. Under decentralized management, with each division operating as a unit, we have retained much of that individual initiative one finds so often in small concerns and so rarely in large. By charging each group of executives with responsibility in their own territory for the growth of Revere business, we are able to cement a group feeling and to promote all products of the merged divisions. Which is just another intangible capitalized.

"It is hard for some bankers to appreciate how much these hard-to-set-down-in-cash-figures intangibles mean to a business. But by throwing just such intangibles overboard, many mergers have needlessly handicapped themselves."

At the same time that it is spending thousands of dollars to sell a name and not a product, the Revere company is moving toward promotion of all products made by

individual members of the group. Right now a plan of uniform labeling is being worked out, one that will appear on every product no matter in which divisional plant it is produced.

"When the time is right," explains Mr. Brophy, "we shall advertise and promote the labeled and trade-marked products for which we today are building a name. That time will be when, having continued the individual operations of constituent companies, while making widely known the merged name, the Revere name stands in public and trade consciousness for more than the individual names themselves.

"At such a time, when this new technique of merchandising and advertising after the merger has given us a strong new name built solidly on the accumulated goodwill of old names, we will carry all divisional products under the Revere brand. And our advertising of Revere products then will go on where advertising of the Revere name alone left off."

## What Groucho Says

Biddle Likes to Pay by Check

**D**ID I ever tell you about Biddle and his funny ideas about money?

Biddle's got plenty of dough. But he's got a currency complex. Hates to spend *cash*, loves the feel and looks of yellowbacks—hates to let 'em go. He'll sign checks till the cows come home, but he doesn't like to give a waiter a decent tip if he has to do it with hard money.

In his office one day, two solicitors for worthy charities came in. One said: "Mr. Biddle, I hope you will give some *money* for the hospital. I really feel that \$100 would be reasonable to ask." Biddle apologized and dug up a dollar bill with great inward pain. Another came in, asked for a *check* for \$200. Biddle made it out with a smile.

Biddle regards bonds and real estate as *deposits* and stocks as *cash*. So he fusses and fumes

over five or ten shares of something and buys bonds or farms in twenty thou. chunks.

Peculiar? Well, I dunno. Think it may be rather common. Sign a check? That's easy; we don't see the spondulix wilt. Give up money? Then we see it vanish. Mebbe that's why France is so thrifty. Got to spend a whole lot of francs to pay a \$10 check. Looks as if you're going broke sure when you cough up 1,000 francs, which is about \$40.

Costs me a lotta money entertaining Biddle, you think? Well, not any more than I want it to. Biddle just loves a credit account. I've got him credit at several good eating places and a theater ticket agency. When we go to those places, Biddle won't let me pay. When we go to other places, Biddle doesn't even make a bluff at paying.

GROUCHO.

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## AUTOS AND MARKETS

Any market that will buy more than 18,000 new automobiles in a single year (as Oakland did in 1929) is worth careful consideration.

Whether you distribute automobiles, furniture, foodstuffs, clothing, or other necessities or luxuries, you cannot afford to overlook the 567,000 buyers in this prosperous field.

More than 260 national concerns already are advertising and making profits in the Oakland Market through the columns of the TRIBUNE.

### Oakland Tribune

OAKLAND, CALIFORNIA

(Oakland's Only Locally Owned, Controlled and Edited Newspaper)

(Member A.B.C.; the 100,000 Group)

National Representatives

WILLIAMS, LAWRENCE & CRESMER CO.

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO



→ THE LARGEST MAGAZINE

# Now April tops them all

In January, February and March, Crowell Magazines established a new record in circulation and advertising. Now it is necessary to print more than 16,000,000 of the April issues (four issues of Collier's). Advertising in these four months issues will amount to \$9,036,175—a 26% gain over corresponding issues in 1929, the greatest year in Crowell history.

One thing is responsible for this growth—the helpful, progressive editorial policy of Crowell Publications—an editorial policy that appeals to the reader's desire for better things, for a higher standard of living.

Here is a group of magazines all of which deliberately foster the desire for progress and improvement, which teach people to be dissatisfied with ugly homes, wearisome tasks, ordinary clothes, unhealthful foods. And through the influence of these magazines millions of ambitious Americans are led to want the new and better things offered by inventive, progressive industry.

Here is buying power.

Crowell circulation represents the greatest unit of buying

# Crowell

PUBLICATIONS

WOMAN'S HOME COMPANION, THE AMERICAN

NE

# CIRCULATION UNIT OF AMERICA



**MORE THAN  
8,500,000  
CIRCULATION**

power in America—a tremendous market for American industry.

And advertisers have bought \$2,731,172 worth of space in the April issues of Crowell Magazines—\$469,547 more than the best previous April.

**MAGAZINE, COLLIER'S, THE COUNTRY HOME.**

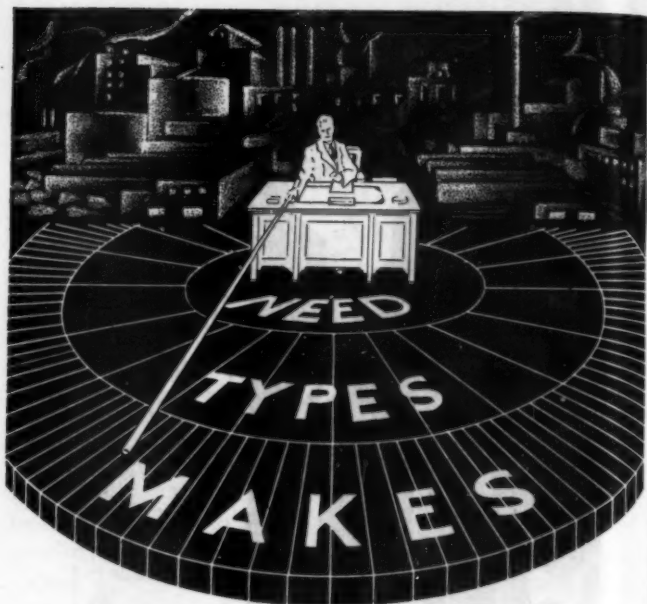
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## IN INDUSTRY

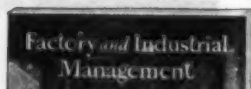
**WE** OFTEN hear the men at the heads of plant operating staffs say, "We buy the equipment, materials and services we need. They are rarely sold to us!"

When convinced of their need, these "buyers" reach out for information which will help them decide which type they need and which make they shall buy.

In the broad industrial market where buyers would rather sell themselves than be sold, advertising in **FACTORY** and **INDUSTRIAL MANAGEMENT** (covering plant and production management) and in **INDUSTRIAL ENGINEERING** (covering maintenance engineering for all industries) is a most effective selling tool.



A.B.C.  
A.B.P.



Published in Chicago, by MCGRAW-HILL PUBLISHING CO., INC.

**ECONOMICAL COVERAGE OF PROGRESSIVE  
MANUFACTURING PLANTS IN ALL INDUSTRIES**

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# Facial Expression—A Pictorial Asset

Making Faces "Tell the Story" Depends Upon Amount of Action and Descriptive Power Injected into Photograph or Original Drawing

By W. Livingston Larned

THE expression of a face may easily "tell the story," whatever its advertising significance. Time and time again it transpires that a skilfully rendered portrait will project far more, in the way of an argument, an idea, a mood, a sentimental status, than the most complicated figure study made up of several characters.

In the field of camera illustration, studios are devoting much consideration to this specific field of art, and locating models famous for facial expression and characterization. If a single head can sum up the immediate selling point, why go in for more complicated schemes? The simple illustration is almost invariably the strongest.

A famous French clown was once photographed in over 200 different facial poses and moods and it was claimed for these studies in expression that they ran the complete gamut of human feeling. They were all story-telling faces, animate with unusual interest. Love, hate, pity, rage, jealousy, the crafty thoughts of the miser, envy, greed—the photographs skilfully registered each and every state of mind. It will be found, in a study of current advertising, that the advertiser is making use of this pictorial language with ever increasing prodigality of detail.

Where the camera is concerned, the individual must "feel" the mood, in order to express it on his face, and, as a consequence, trained

actors and actresses have so far led in popularity for such character portrayals. They know how to "look the part." And for the moment, at least, they feel it to an



How good an idea... actual meaning of words and other words also.

"Can't you see! It's more than three thousandths off!"

What does work with your face show. You can see every one in every state and on and on. When you work with it, you can do it more accurately and more completely if you use the help of these eyes, modern, wide-angle Tillyer Lenses. These eyes are mounted on face more than 100 times. They are the only eyes you'll ever have, and if they are truly, really you wear these always as face can only the help they need. It is an example of the way these eyes will help you to your work more easily and more quickly, with more Tillyer Lenses. They are, modern, wide-angle lenses on the latest development in optical science. They provide more accurate vision, greater comfort.

For a booklet describing Tillyer Lenses in detail, write Dept. 1, American Optical Company, Southbridge, Massachusetts.

## TILLYER LENSES

Modern, wide-angle... accurate to the very edge... An AMERICAN OPTICAL COMPANY product

These Faces Tell the Story as Effectively as the Headline Itself

important degree. They have to.

During a recent visit to Mont St. Michel, the guide of the ancient Abbey which tops that peculiar historic monument in the sea, off the northern coast of France, confessed to me that he had acted a small part in a motion picture dramatization of the life story of heroic Jean d'Arc. The heroine, in one episode staged within the crumbling old walls, was called upon to register supreme agony of spirit under the lash of

her evil inquisition. She must break into tears at a given climax.

But the French actress did not happen to be in a crying mood that day. The director was in a frenzy of disappointment and chagrin. The scene would be a failure, for the face of the Maid of Orleans failed to "tell the story." Our guide explained, with lowered voice, how this director had whipped his balky actress with a leather length until real agony and real tears were ready for the camera. But then it is not new to the motion picture profession that moods are stimulated in any number of ways, from music to actual punishment.

Cruel it was, perhaps, but when a studio was preparing a campaign of illustrations which called for alarmed and pain-racked children, at the moment of accidental burns, the little models were suddenly threatened with living fire and this threat made so genuine that the camera caught highly dramatic realism. The fear of flame was as vital as encounter with it, in this instance.

In another case, the pencil sketch of a magazine page demanded a dozen people, laughing animatedly, as they faced the reader. Nor could it be halfway merriment, or the story would not be told. A well-known vaudeville comic was employed for the few moments necessary to get the models in a rollicking frame of mind, and at the camera-snapping second, the comedian told a very funny anecdote. This illustration was infectious in its noisy mirth.

It is often necessary to resort to strategy of this kind when the specifications call for unusual facial action. Moods are not easily man-

ufactured. If they are to appeal to the reader as genuine and unposed, they should be based on absolute sincerity. Thus the special staging.

When the picture of a man about to sneeze was required, the studio artist dusted pepper under the nose of a model and then caught the expression at the moment of its explosive realism. It is recognized that the playing of music will invite facial "stories" and moods to fit an advertising scenario.

Camera experts have come to know that some expressions must be built up, step by step, to the point where the model feels the thing he is asked to register on paper.

Campaigns in which facial expression plays an all-important part are usually based on copy ideas that invite and encour-

age just this. A headline may inspire either the artist or the photographer to seek unusual dramatic story-telling faces. Many of the Ethyl gasoline advertisements call for true studies in expression as related to certain motoring incidents and mishaps, as, for example, the illustration of the woman driver at the wheel to accompany the headline: "I can't make it in high . . . it's going to stall." And the face certainly told the story of tense, anxious apprehension. If this study in expression had but echoed the mood of the copy in a half-hearted manner, the entire advertisement would have been weakened irreparably.

A Timken Worm Drive page carried the headline, "The public be pleased." The artist illustrated it with a wash drawing of a number of passengers in a trolley car, true



*The Ever-Ready Razor Singing Shave  
Calls for Pictures of Happy Men*



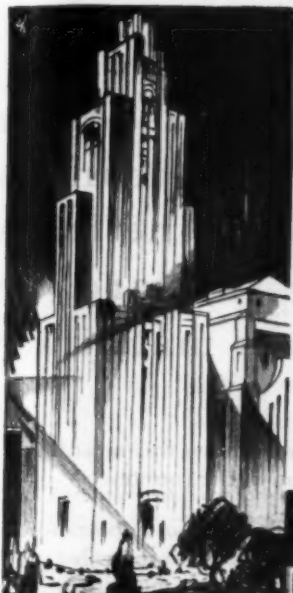
# LUDLOW

• the name of an advanced method of type-composition which uses matrices instead of single types, and in so doing avoids the traditional lost motion of hand-composition with single types • the name, too, of an increasing collection of exclusive modern typefaces, possessing unusual force and attention value • a discussion of the advantages of the Ludlow method together with specimens of Ludlow types, of modern and traditional design, will be supplied upon request, without obligation, of course.

**Ludlow Typograph Company**  
2032 Clybourn Ave., Chicago, Illinois



# TIME



**S**PEED in construction is a primary consideration . . .

The new apartments are leased from a certain day . . . the new house must be ready in ninety days . . . the value of the land is so great that building delays will cost fortunes in carrying charges . . . every day that the merchant waits for the new store means the loss of never-to-be-regained retail profits—time is the essence of the contract!

And when you place the printed sales story of your building products in the advertising pages of **AMERICAN BUILDER** month after month, you make it easier for your building products to be speedily identified, selected and bought by more

than 46,000 contractors and speculative builders, in addition to more than 40,000 real estate developers, carpenter builders, architects, dealers and other construction professionals—the men who will buy and use billions of dollars worth of building products this year.

A.B.C.  
and  
A.B.P.



## AMERICAN BUILDER

Including "Building Developer" and "Home Building"  
105 W. Adams Street, Chicago  
30 Church St., New York Terminal Tower, Cleveland  
215 Market Street, San Francisco

A Simmons-Boardman Publication

# The Farm Jo

The Farm Journal reaches more farm homes than any other farm magazine in the areas having the greatest amount of farm machinery.

The red area on the map shows this most important farming section of the country.

The numbers indicate the order of importance of each state or unit according to the value of farm-owned implements and machinery—based on figures from the 1925 census.

The Farm Journal with its 1,544,042 net paid circulation also leads where the value of farm property is greatest—also farm buildings, farm products, crops, livestock, dairy products, poultry products, fruits, vegetables, grain, hay, and sources of farm income.

The Farm Journal gives national concentrated rural coverage without waste.



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# Journal Market

## Farm Implements and Machinery



To more nearly equalize areas—New England is treated as a single unit—also Maryland, New Jersey and Delaware

Here is the order of coverage by the magazines having the largest country circulation in the territory which has the greatest amount of farm implements and machinery:

- 1st The Farm Journal\*
- 2nd Country Home
- 3rd Country Gentleman
- 4th Successful Farming
- 5th Capper's Farmer

\*1,323,397 subscribers to The Farm Journal in these states

**NATIONAL**  
**The Farm Journal**

Chicago

PHILADELPHIA

New York



## Radio Stations

**WHO and WOC**

of Des Moines, Iowa

of Davenport, Iowa

The dominating radio stations in their  
respective areas, licensed to operate  
on clear channel, 5,000 watts power.

Announce the appointment of

**Scott Howe Bowen, Inc.****Radio Station Representatives**

with offices in

**New York**

274 Madison Av.

**Chicago**

180 N. Michigan Av.

**Detroit**

7-242 Gen. Motors Bldg.

**Boston**

10 High St.

As exclusive sales representatives  
for the Eastern states  
including Michigan and Ohio.

Advertisers and their agencies  
are assured the same prompt,  
dependable service from them  
as from our own home offices.

**Central Broadcasting Co.**

DES MOINES and DAVENPORT, IOWA

Frank W. Elliott, V. P. &amp; Gen. Mgr.

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gow last April. All France, England and Scotland were aroused when the health authorities discovered too late that the passengers had been exposed to the dreaded small-pox, from which one of the crew had already died.

"Warn the newspapers—round up every passenger at once!" were the orders that went out to police and health officers everywhere.

And the illustration incorporated that tense moment in a health officer's little room as he summoned his assistants and read aloud the warning. His face and the faces of his companions "told the story" at first glance. It was a splendid study in expression.

Where an original drawing is made, artists have found that it is best to pose a model, take a photograph and then make the illustration from this authentic copy, omitting or adding, as seems advisable. For the posed professional model, once in the spirit of the story, supplies that authenticity of expression which it is exceedingly difficult to make up, or even to draw from the living character in the studio.

There are subjects so elusive and subtle that artists and photographers experience trouble, sometimes, in producing faces that express the significance of the text. One memorable campaign demanded character studies of people who anticipated trouble and were unduly apprehensive. It required a month to round up the models for the campaign and numerous studio experiments.

Where babies and small children are to be photographed and when their facial expressions are to fit the copy tempo, they should not know that they are posing, for failure is apt to be the result on every occasion. The self-conscious or frightened child makes poor advertising art.

The camera, under such circumstances, should be hidden, while the mother of the child assists in keeping her offspring in ignorance of its proximity. Cameramen often go to the home of the infant for picture-making, instead of taking an apprehensive youngster into an elaborate, strange atmosphere, where it will be on its guard every second.

In the case of adults, and a cam-

era illustration, an idea should be methodically rehearsed for the benefit of the model, that he may get into the true spirit of the text and his part in it. Reading the copy aloud is a customary practice.

And in the campaign where the expressions of faces are to be the main theme, the heads should be as large as possible. Eliminate every fraction of unnecessary extraneous detail.

The Ever-Ready safety razor blade series is an instance of the value of active, animated faces telling a story, for here the "singing shave" theme calls for very expressive faces of men in the act of shaving, humming a melody as they do, with every evidence of keen delight. To enclose the large heads in musical notes strengthens the series appreciably.

### G. E. Scroggie Starts Own Business at Toronto

George E. Scroggie, formerly advertising manager of the *Toronto Mail and Empire*, has started his own advertising business at that city. Before his connection with the *Mail and Empire*, he was space buyer for J. J. Gibbons, Ltd., Toronto advertising agency.

### E. S. Mugford Again with Bickford Engraving

Edwin S. Mugford, at one time general manager and superintendent of production of the Bickford Engraving and Electrotype Company, Providence, R. I., is again associated with that organization in the same capacity.

### Appointed to Real Estate Board Advertising Committee

Carlton Schultz, president of the Cleveland Real Estate Board, has been appointed to the national advertising committee of the National Association of Real Estate Boards as representative of the property management division.

### Appoints Burns-Hall Agency

The National Equipment Corporation, Milwaukee, a group of construction equipment manufacturers, has appointed the Burns-Hall Advertising Agency, Inc., of that city, to direct its advertising account.

### Heads Industrial Film Division

P. Dowling, for eleven years associated with the Christie Film Company as publicity and sales director, has been appointed general manager of the industrial picture department of the Metropolitan Sound Studios, Hollywood, Calif.

# Speculation, Marriages, Homes— and Business Recovery

The 1929 Report of American Radiator & Standard Sanitary Traces the Relationships That Balance Industry

**L**IFE insurance presidents are not the only business executives that are keenly interested, these days, in vital statistics.

In a public address last summer, Colby M. Chester, president of the General Foods Corporation, remarked that the only cause that could affect the food industry adversely and for any length of time would be "a declining birth rate."

And now come the chairman of the board and the president of another big corporation—Clarence M. Woolley and Theodore Ahrens, respectively, of the American Radiator & Standard Sanitary Corporation—who, over their signatures in the 1929 report of their corporation, touch on the relationship between business and marriage.

The report includes a forecast of the future. It estimates that in 1930 there "should be need for housing 979,000 families"; and here, it emphasizes, is no estimate inflated with optimism. For, say Chairman Woolley and President Ahrens: "With the population increasing at its present rate and with marriages running at the rate of 1,200,000 per annum, in combination with the obsolescence of old homes, it would seem that the above estimate of new homes required is conservative."

Reviewing last year's business, the report traces out the closely balanced relationships among credit, speculation, building activity and general-business volume—relationships that were revealed so vividly in developments that preceded the stock-market upset of October-November. Thus:

"During the months of January, February and March, 1929, building activity began to decline, especially in residential construction, the class from which American Radiator Company & Standard Sanitary Manufacturing Company derive their largest patronage.

During each month thereafter the percentage of decline was greater and by the first of August had reached very large proportions. For the last quarter of the year the drop was severe. Contracts for new residential buildings fell off from 40 to 50 per cent during that quarter. . . .

"Public enthusiasm for speculation was responsible for so large a part of the credit structure that, beginning with the month of August, it was all but impossible for those who were in process of building or contemplating building to obtain mortgage money."

"While the building industry during the above specified months felt the effect of high interest rates, other important industries, such as car loadings, automobile, iron and steel did not feel the full effect of declining business until just before, in some cases, and in other cases not until after, the November panic."

The situation did not lack precedent; for the report proceeds:

"These developments ran true to historical form. Business depressions are preceded by advancing interest rates, brought about by inflationary movements, or highly active seasons of speculation, or both. The building industry is the first to feel the adverse effect of high interest rates, because its operations are largely based on the sale of mortgage securities. This is especially characteristic of the larger aggregate of new construction represented by residential buildings. High interest rates and tight credit conditions largely curtail, if they do not entirely stop, the demand for such mortgage securities, with the inevitable result of unemployment in the building trades and in that large section of the industrial world devoted to the manufacture of building materials. . . ."

Possibly there is a remedy. The

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## from BIG BUSINESS to BIG TREES

*... is a short hour's drive  
for Seattle Workers*



FROM Seattle, the great port at the brink of the Pacific, radiates a splendid system of smooth highways which take the motorist in a twinkling into the unspoiled virgin forest where peace is found after day's turmoil in the city. Over these highways swift stages, and trucks laden with the products of mill, factory and farm, speed busily to and fro.

Seventy-eight per cent of the paved highway system of the state of Washington is concentrated on the western slope of the Cascades, directly tributary to the Seattle market.

Little wonder that Seattle is "automobile conscious" . . . and the cars that capture the *Seattle* market, lead throughout the State!

Taking the cue of experience, automotive advertisers who cultivate the Pacific Northwest market lean heavily on *The Seattle Times* for advertising results.

In February, the month of Seattle's bigger-than-ever 1930 Automobile Show, *The Times* led its nearest competitor in net paid automotive lineage by more than 20,000 lines, and this is *De Lisser's* record for the 12 months ending December 31st, 1929:

SEATTLE TIMES (Evening and Sunday)	1,269,735 Lines
Post-Intelligencer (Hearst Morning and Sunday)	1,040,139 Lines
Star (Scripps, Evening)	439,046 Lines



# The Seattle Times

O'MARA & ORMSBEE, INC., *National Representatives*

New York — Detroit — Chicago — San Francisco — Los Angeles

report has this to suggest: "So accurately does a decline in building activity presage a decline in general business that, if used as a signal for prompt application of preventive measures in banking procedure, we are persuaded that much might be done to minimize or even avoid those conditions that lead to panics and the business depressions that inevitably follow in their wake."

As to the future:

"To forecast the volume of building construction it is necessary to consider the trend of interest rates. . . . In March, 1928, the average commercial paper rate for the preceding twelve months was 4 per cent. Throughout 1929 the trend was steadily upward, ultimately reaching almost 6 per cent. The intensity with which interest rates increased very closely reflects the rate at which building activity declined.

"If history repeats itself the present downward trend of interest rates should continue, and in the absence of conditions not presently discernible, a revival of demand for mortgages will in due course impel a general revival of building activity. The building industry, however, must expect a declining demand for services and materials until construction operations are quickened into normal volume by financial and credit conditions which will re-establish a broad demand for mortgage securities. Recent developments indicate steady progress in such direction. . . .

"At this time it is important to make the necessary statistical survey to determine whether there is a shortage or a surplus of housing to accommodate the growing population of the country. The census tells us approximately the average annual increase in the number of homes since 1820. Fairly accurate records back to 1880 tell us how many buildings on the average have been destroyed by fire each year. Investigations by statistical agencies indicate the average life of buildings is about forty years. Combining all this information we find that in 1930 there should be need for housing, about 979,000

families. Of these, 35,000 will be to replace fire losses; 534,000 to replace obsolete homes for that number of families; and 410,000 to take care of the growth in population."

The report calls attention to the fact that the domestic market, as has been recognized by the American Radiator interests in the past, presents an opportunity in the rehabilitation of old buildings. "Herein," say Messrs. Woolley and Ahrens, "lies a field of great opportunity, for there are millions of buildings where our equipment is much needed."

### Stromberg Electric Has Record Year

The net income of the Stromberg Electric Company, Chicago, for the year of 1929, amounted to \$444,091, as against \$190,345 for the previous year, an increase of 133 per cent. This represents the most profitable year in the history of the company.

### Harry Kaufman with Peter Silversmith

Harry Kaufman, formerly with The Biow Company, Inc., New York advertising agency, is now associated with Peter Silversmith, advertising agency, also of that city.

### Appoints Reach Agency

The Condenser Corporation of America, Jersey City, N. J., has appointed Chas. Dallas Reach, Newark, N. J., advertising agency, to direct its advertising account. Business papers and direct mail will be used.

### Death of G. H. Edwards

George Hamilton Edwards, former president of The Centaur Company, New York, Fletcher's Castoria, died recently at Brooklyn, N. Y. He was fifty-seven years old. He had been with the Centaur company for twenty years.

### W. M. Price with Bott Agency

William M. Price, for four years production manager and space buyer of Auspitz-Lee-Harvey, Chicago advertising agency, has joined the Bott Advertising Agency, Little Rock, Ark., in the same capacity.

### Appointed by Detroit Aircraft

Karl S. Betts has been appointed assistant general sales manager in charge of dealers and distributors of the Detroit Aircraft Corporation.

# Why

THE *NEWS LEADER*  
LEADS *Richmond* in

# Food

Home-selling influence . . . backed by distinctive editorial and advertising service . . . tells why the **NEWS LEADER** leads in **FOOD ADVERTISING** in Richmond. Every evening, Mrs. Richmond shops the **NEWS LEADER** for her daily supply of meats and groceries. She isn't out to be sold . . . she's out to **BUY!**

In 1929, the **NEWS LEADER** led the morning paper by 161,815 lines of **FOOD ADVERTISING**. The first two months of 1930, it led in both local

and national by more than 72,000 lines, which was more than three times that of the morning paper.\*

\*Figures from "Media Records"



**THE RICHMOND NEWS LEADER**  
*Richmond Va.'s Great Home Paper*



THE OTHER DAY WE ASKED  
A SPACE BUYER OF ONE OF THE  
LARGER AGENCIES ●

"Why has the average metropolitan women's magazine become more metropolitan in circulation during the past five years?"

HE ANSWERED ●

I have asked several of them that very question, and they tell me that small town circulation is too expensive for them to secure."

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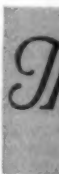
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New York

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THERE IS ONLY ONE ANSWER TO  
THAT

The metropolitan magazines editorially do not fit  
the small town reading needs.

But—1,775,000 small town women do buy  
HOUSEHOLD and like it. It is *their* magazine.

# *The* HOUSEHOLD MAGAZINE

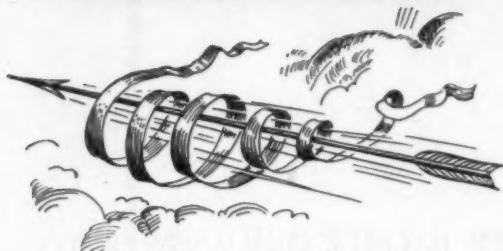
A CAPPER PUBLICATION · ARTHUR CAPPER · PUBLISHER

New York  
Cleveland

Chicago  
Topeka

San Francisco  
Kansas City

Detroit  
St. Louis



### "IN TERMS OF HIS OWN SELF-INTEREST"

That is the vital, the forceful phrase in the definition of interpretive advertising.

For skillful use of interpretive advertising requires that the prospect's self-interests be visualized clearly and sympathetically—and arranged in the order of their weight at the moment.

Evans-Winter-Hebb, in practicing interpretive direct advertising, never forgets the prospect's self-interest.

Furthermore, we always remember that his self-interest is not the same when he is buying a concrete mixer as when he is buying a dress suit for the Contractors' Ball.

**EVANS-WINTER-HEBB *Inc***

820 Hancock Avenue West, DETROIT

NEW YORK . . 1950 Graybar Building . . Lexington 9113

CHICAGO . . 919 North Michigan Avenue . . Whitehall 7149

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis, Plan, Copy, Design, Art, Photo-Engraving, Letterpress and Offset Printing, Binding, Mailing

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# An Industrial Space Buyer on Space Salesmen

He Is Convinced That the Space Salesman's Job Is the Most Difficult  
in the Entire Field of Selling

By W. C. Mattox

Advertising Manager, Walworth Company

WHEREIN does the problem of the man who buys space, for advertising purposes, differ from that of the purchasing agent, who buys more tangible products, such as valves and fittings? How far can the salesman of advertising space emulate the purveyor of mechanical equipment who represents an industrial manufacturer, and vice versa? How do their problems differ and why is the job of the one more difficult, or easier, than that of the other?

The questions are raised naturally enough when one considers the growing complaints of advertising salesmen that their perfectly sound and logical arguments are given scant attention by the only men in position to buy their wares. "I'm sorry, old man, but your paper is not on the schedule" is an unfair, unconsidered statement, admitting of no sales argument and cutting off, before it is started, the sales presentation so carefully prepared and rehearsed. The man making such a statement probably looks upon space buyers as numbskulls, as a class, and absolute dumbbells, as individuals.

The company from which I draw the wherewithal for sustenance is in the business of making and selling valves, fittings and tools. My individual job is to sell valves, fittings and tools (through the medium of advertising) and to buy space for that advertising. So, as an individual connected with the selling, on the one hand, of tangible products, and the buying, on the other, of intangible values, I am daring to make this attempt to analyze a problem that doubtless has caused many advertising salesmen to ponder.

Let us grant, at the outset, that a salesman, whatever he sells, must approach his job with the "you"

attitude. His customer's desires, preferences and immediate and pressing necessities are of first importance. He must see the customer's problems from the customer's viewpoint. That, I think, can be considered as an accepted platform on which to build any discussion of salesmanship.

I look upon advertising salesmen, as a class, as the most skilled, most intelligent and best prepared body of men I have ever encountered in the selling end of business. Their job is the most difficult of any selling job in modern business—the job of the insurance agent not excepted.

Yet, with all his skill in approach and argument, all his careful preparation, his statistical background and superior intelligence, the advertising salesman is up against a more difficult task by far than the man who deals in tangibles.

To get at the seller's problem, we must first consider the buyer's.

The man who buys space for advertising is, of course, dealing in intangibles, too. It is rare, indeed, that he can put into dollars and cents the exact return obtained from an advertising investment. Seldom does he buy with the thought of direct return. He is an unhappy advertising manager who goes before his board of directors to justify, in terms of dollar sales, the returns from his advertising expenditures. Furthermore, the space seller is less inclined today than ever before to talk about direct returns. Even in industrial magazines, the selling argument is based upon the value of prestige, of institutional recognition, rather than upon direct, traceable returns.

Such is not the case with the buyer of industrial equipment, such as valves. Not only can he pick

up a sample for examination and weighing of its merits, but he can gauge its value with almost hair-line accuracy. His own experience, backed by the advice of engineers, tells him what a given valve will do—how much pressure it will stand, how well it will resist the corrosive action of a given fluid in a pipe line, what its probable cost will be in terms of repairs and maintenance. The salesman talks in those terms—his message is about a specific valve for a specific service.

Of course, he talks also about certain intangibles—such as service from manufacturer to customer, company prestige and experience, manufacturing standards, inspections and tests and perhaps the value of standardization—but all these factors are more tangible than those which make up the argument of the advertising salesman. And certainly it is less difficult to sell a device made of metal for a specific use, with all factors known and measurable by both seller and buyer, than to sell an intangible something, the value of which is measured only by one's judgment and his belief that "things are as they ought to be."

But the difficulties of the advertising salesman go much deeper than mere intangibles. His job is complicated by the fact that the reasons for buying may be almost as varied as the number of potential buyers. To convince a prospect of the desirability of his wares, your advertising salesman must:

First, know not only the field his paper covers, but know also the field his prospect wishes to reach.

Second, know the relative importance, to the prospect, of the field which the paper concerned may reach, and all other fields. Especially is this true with the man who sells space in trade or business papers.

It is in the second of the points mentioned that the advertising salesman, I think, most often meets his Waterloo. It is an extremely difficult task for him to know, even sufficiently well to talk about it convincingly, the buyer's problems. To illustrate, let us go back

to valves and fittings again.

Here are commodities used in all industries. There is scarcely a factory that does not require valves; apparently no process of manufacturing in which pipe fittings are not used. The volume of sales depends upon various factors, among them the size of the industry, the importance of piping equipment, the rate at which pipe line contents "work upon" metals with damaging effect, etc.

Research within the valve and fittings industry proves that certain fields of consumption are vastly more important than others. The oil refineries, for example, use many times more valves than the lumber industry and are consequently of vastly greater importance.

#### *Hard to Explain to the Salesman*

A salesman representing a lumber trade publication has his job cut out for him when he calls on the space buyer for a valve manufacturer. He may represent, in all sincerity, that his paper covers the lumber mills of the country like a blanket; that it is read religiously by engineers and purchasing agents. He may show by charts and statistical data that, in the aggregate, the lumber mills use a tremendous number of valves. He honestly can't understand why the space buyer hesitates to accept his paper. Now it might take the space buyer, or the advertising manager, many hours of patient explanation to make his position clear. There are many factors of which the salesman can have little knowledge.

Here are just a few:

Competitive conditions may be such that the lumber industry is not an attractive field.

Lumber mills may require certain specialties which the manufacturer does not make.

While the lumber field, as a whole, presents an inviting picture, it may be that the cost of covering it adequately is such as to make the potential sales volume entirely unattractive.

Again, it frequently happens that the buyer, limited by the size of his advertising appropriation, feels that the budget will be spread too



gerald page-wood

BECOMES A PARTNER OF

Williams & Cunnyingham

EFFECTIVE APRIL, 1930

■ This announcement will be interesting to the many friends of both Mr. Page-Wood and Williams & Cunnyingham.

■ We believe that Williams & Cunnyingham's thirty years of honorable achievement are a fit background for the exercise of those unquestioned gifts which have made Mr. Page-Wood an outstanding personage in the advertising business.

Williams & Cunnyingham

*Whose business is the study and execution of good advertising*

6 NORTH MICHIGAN AVENUE • CHICAGO

PHILADELPHIA

TORONTO

ROCKFORD

thinly if he tries to cover a field that ranks far down in the list of important sales channels.

Now what is the advertising manager or space buyer to do? Shall he explain in detail to the half dozen or dozen salesmen who call every day? If he does, there will be precious little time for any other work. Or, shall he retreat behind a wall of evasion and send the salesman away chagrined and resentful?

I have tried both. The first policy invites prolonged argument and more explanation. The second leads to ill-feelings and a harried conscience. One finds oneself choosing between two evils. Finally the temptation is to adopt some such attitude as is reflected in "I'm sorry, old man, but your paper is not on the list," which calls for no explanation and admits of little argument. Yet I recognize that such tactics are unfair to the advertising salesman. He resents them bitterly. He is trying, honestly and conscientiously—and usually with a great deal of intelligence—to sell his product to buyers who need it.

The only solution I can suggest is that salesmen narrow their fields to a list of those buyers whom they know to be primarily interested in specific fields; that they go even further in advance preparation of a presentation and that they make doubly certain that their prospect is really a prospect. Finally, salesmen will save much time and effort if they will accept the buyer's statement that he pretty well knows his business.

Certainly the advertising salesman's task is infinitely more difficult than that of the man who sells tangible equipment; so, too, by the same token, is the space buyer's task more difficult than that of the purchasing agent who buys things he can see, measure and weigh with accuracy.

### Monarch Studios to Peter Silversmith

The Monarch Studios, Inc., New York, office interiors, has appointed Peter Silversmith, advertising agency of that city, to direct its advertising account. Newspapers, magazines and business papers will be used.

## Books of Quotations

THE KARL KIEFER MACHINE CO.  
INC.  
CINCINNATI, OHIO

Editor of PRINTERS' INK:

Can you advise the writer, what, in your opinion, is the best book published in the way of a handbook of quotations or famous sayings?

R. H. DHONAU.

THE most authoritative of the many collections of famous sayings and familiar quotations is Bartlett's "Familiar Quotations," of 1,454 pages, published by Little, Brown & Company, of Boston.

It represented years of painstaking labor on the part of John Bartlett, born in Plymouth, Mass., in 1820, who became a bookseller in Cambridge and later a member of the firm which still publishes his monumental work.

First brought out when Bartlett was fifty-five years old, it had attained a sale of more than 300,000 copies before he died in 1905.

This book is indexed by principal words and also by authors.

A book of the same sort with the quotations grouped under subjects, collective headings, and authors with many cross references is "The Cyclopaedia of Practical Quotations," compiled by J. K. Hoyt of Newark, N. J., published in 1896 by Funk and Wagnalls. The compiler did not live to see the completion of the work which had absorbed his attention for so many years, for he died a few months before the publication of his book.

Many other collections have been published but we should say that Bartlett's comes first in fame and authority, while Hoyt's book may appeal to those writers who wish to find quickly famous sayings on particular subjects.—[Ed. PRINTERS' INK.]

### Ottawa "Citizen" Advances J. P. Kenney

James P. Kenney has been appointed assistant general manager of the Ottawa, Ont., *Citizen*. He has been with the *Citizen* for nineteen years, having joined the paper as cashier. Since then he has held various positions, having been most recently business manager and chairman of the board of administration.

# Now IS THE TIME TO Concentrate!

THE American Weekly is the most powerful weapon in the whole advertising arsenal.

It offers the world's greatest circulation at the lowest cost per reader.

For \$16,000 an advertiser can buy a full page in full color in The American Weekly and project his message to nearly 6,000,000 homes located in the richest buying areas of this country.

With a sharp lead pencil you can quickly figure that nearly 6,000,000 advertising messages at \$16,000 per page means a cost of less than 1-3 cent per family—by all odds the greatest value on the publishing counter today.

The advertising dollar goes farther in The American Weekly than in any other publication on earth.

Turn through the pages of The American Weekly and see how many outstanding advertising successes have learned the economies of advertising concentration.

The companies who have invested heavily in The American Weekly white space know where this magazine goes and how hard it hits.

They know they can use The

American Weekly and reach one out of every four homes in the United States.

They know this is national coverage because this great magazine concentrates and dominates in 536 of America's 812 towns and cities of 10,000 population and over.

They know that in each of 185 cities it reaches one out of every two families.

They know that in 132 more cities it reaches 40% to 50%.

They know that in an additional 102 cities it reaches 30% to 40%.

They know that in still another 117 cities it reaches 20% to 30%.

They know that nearly 2,000,000 additional families in thousands of other communities buy The American Weekly regularly, making the unprecedented total of nearly 6,000,000 families who read this the greatest of all magazines.

Successful advertising is nothing more nor less than buying sales at the greatest possible profit.

And the surest way to insure that profit is to reach the most buyers at the lowest cost per buyer.

Now is the time to concentrate your advertising effort.

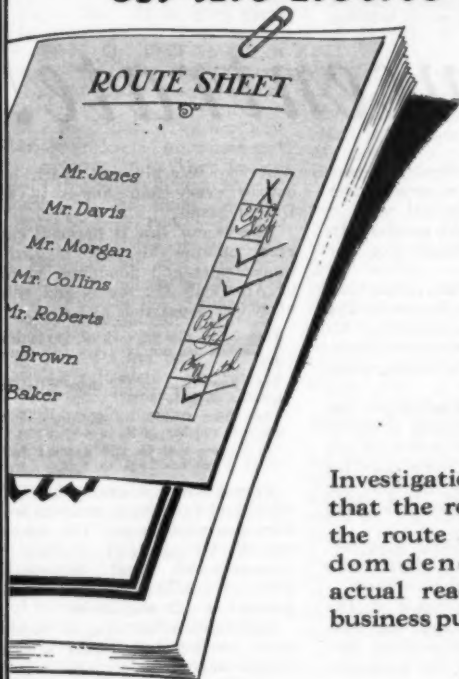
Where could you spend your advertising dollars more effectively?

**THE AMERICAN WEEKLY**  
Greatest Circulation in the World

Main Office: 9 East 40th Street, New York City

Branch Offices: WRIGHT BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON  
. . . 753 BONNIE BEAR, LOS ANGELES . . . 223 MONMOUTH BLDG., SAN FRANCISCO . . . 11-231 GENERAL MOTORS BLDG., DETROIT . . . 1128 HANNA BLDG., CLEVELAND . . . 101 MARINETTA ST., ATLANTA

# Who Puts the Check on the Route Sheet?



Investigation reveals that the roll-call on the route sheet seldom denotes the actual readers of a business publication.



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# k et? Finding the Actual Readers—

## Three facts

1. That subscriptions to *Iron Trade Review* are 92% in company names only.
2. That a circulating route sheet for business publications is widely used.
3. That each individual reads only a few of the publications that are routed to him.

The routine of circulation in large organizations is established on the basis of the maximum number who might be interested. The advertiser and publisher are concerned only with actual readers.

induced us several years ago to set up a running inventory of actual readers through the use of questionnaires.

Periodically, we address a questionnaire to each subscriber requesting specific information on who reads *Iron Trade Review*. From these returns are drawn our figures on personnel of readers.

Our records have established an average of 2.9 readers per copy.

Route sheets, which would probably establish an average of five or six individuals per copy, only indicate "opportunity to read". Such figures, though highly gratifying, must be guarded against by both publisher and advertisers.

# IRON TRADE



REVIEW

A Penton Publication

CLEVELAND



Pittsburgh

New York

Chicago

San Francisco



# Is yours a balanced industrial campaign?

To map out a properly balanced advertising program is always a problem. But here at least is one certain fact to put down as a basic consideration for every industrial advertising plan . . . the textile industry forms such a large and compact market that no well balanced industrial campaign can neglect it.

The textile industry with an invested capitalization of more than six billion dollars, has more plants in the million dollar class than any other industry. 95% of its production is confined to large units . . . the executives number fewer per thousand workers than any other. A huge market sharply etched . . . covered practically mill for mill by one paper . . . Textile World . . . a progressively edited authority for both administrative and operating executives. *Are you using it?*

## Textile World

BRAGDON, LORD & NAGLE

Division of

McGraw-Hill Publishing Co., Inc.



Tenth Ave. at 36th St.  
NEW YORK





# Don't Emphasize Merchandising at Expense of Production

Engineering Progress Never So Important in Automobile Business as  
Now, Studebaker Declares

By David R. Osborne

Training Director, Studebaker Corporation of America

**PRINTERS' INK** has asked whether automobile manufacturers are now devoting relatively more attention to merchandising than to production. In replying I am not going to approach the matter in exactly the way the question was put. My reason is that it would be unfortunate to tie up any statement regarding approved selling methods, to which Studebaker has been giving much attention, with any point of view which would even suggest that engineering and production are being regarded as less important in the present set-up than selling.

The fact is that there never was a time when the competitive merit of the product itself had a more prominent place than in the automobile merchandising picture of 1930. Keeping the product in a favorable competitive position is obviously the primary function of engineering and production—with the co-operation of the factory's sales department and of the retail distributing organization in interpreting public preferences.

During the last few years any automobile manufacturer who has dared to be content to rest on the laurels gained by his production staff has soon found those laurels extremely uncomfortable. The reason is that not only has competition become keener but the buying public has become increasingly selective in its judgment of cars. I do not refer so much to the common generalization about the buyer being "automobile wise"—at least not in the sense of being more fastidious about his gear ratios, about the number and diameter of crankshaft bearings and about the bores and strokes of his car. As a matter of fact, part of the state of being "wise" consists in realizing that these mechanical statistics are

not ends in themselves and hence are of little sales value, important as they may or may not be as means to ends.

Incidentally, it sometimes seems that the last to gain this plane of wisdom are those automobile salesmen who seem to think that selling a piece of machinery consists of giving prospective buyers a treat of mechanistic erudition—which, in actual practice, results in the utter confusion of all except the chosen few. The public has, however, become automobile wise in terms of use and experience. The fact that at least 95 per cent of new car sales now involve the trade-in of used cars is sufficient evidence that the buying process must have lost much of its mystery.

The average buyer's accelerator toe has become educated to detect differences in performance on hills, on the open road, or in traffic. His muscles are sensitive to the relative ease with which various makes and models of cars can be handled. He has a clearer conception of what constitutes smartness in design. Safety has become in his mind a responsibility of the manufacturer as well as of the driver, and he has his own ideas as to how that safety may be best assured. He has his own yardstick by which to measure economy and the cost of owning those cars which are so hopefully demonstrated to him.

## *Has His Own Standards of Specifications*

Through experiences with his past cars he has, in a word, gradually built up his own standards of "specifications." These standards are still a little vague. Perhaps, still much influenced by impressions and hearsay prejudices, he is likely to hang the expenditure of hundreds or thousands of dollars

on the color of the wheels, the location of the cigarette ash receiver or a difference of a few dollars in the allowance for the old car. But the point is that, more and more, he is basing his decision on the sound evidence produced by his own senses and seldom indeed on tables of mechanical details. He wants to know, and has learned to judge, what the car will *do* for him. He is willing to leave the intricate and highly technical details of how it is done to the engineers and the production experts.

But if the factory's technicians fail to make the most of their responsibility, the result is sure to be bad for the organization. What the designers and builders have been doing as their part in the race for better values is common knowledge. The amazing progress which has been made during the last three or four years by virtually every automobile manufacturer has been one of the most thrilling episodes in the whole drama of competition. That this race has produced the finest cars for the least money in automobile history is known to all. Good as these values are, however, the time is not yet in sight when any sales department would dare suggest that the wizards of engineering and production might go into retirement or reduce their vigilance in the slightest degree.

#### *Not a New Problem*

On the other hand, any impression that automobile sales departments have only recently arisen from a bed of roses to face the cold gray dawn of work is an equal hindrance to a clear understanding of present conditions in the industry. It is true, of course, that it has seldom been necessary to sell anyone the idea of owning an automobile. However, the buyer's inevitable question as to *which* automobile has long kept both the factory salesman and the retail salesman from getting soft. There have probably been few kinds of merchandise which have had as many facets of appeal as has the automobile—and few, therefore, which have been subjected to more misrepresentation and mistreatment on the part of retail salesmen or

on the part of competition. Any manufacturer who must conduct his relations with the public through a large number of dealer outlets, over whose selling methods there can be no direct control, knows that his merchandising job has never been easy. If it is harder now, the difficulty has increased only in degree. He knows that the task of training factory salesmen to train dealers and sales managers—who in turn must train their salesmen—is a lifetime job which can be measured only in progress and never by completion.

In the automobile industry this situation has been complicated for the manufacturer by the wide choice of selling appeals to the temperament, the personal taste, and the prejudices of the individual buyer—even by the fact that “everybody wants a car.” The first of these difficulties has made necessary an unusually high degree of selling skill in locating and appealing to the buying motives of the individual prospect, while the knowledge that “everybody wants a car” has all too often brought about a state of mind where it was taken for granted that selling skill was not necessary.

“Everybody wants a car”—while it undoubtedly helps along the justly famous law of averages and has made it possible for many an order-chaser to think of himself as a salesman—surely it has not stimulated an interest in modern selling methods on the part of the rank and file of automobile salesmen or even inspired a general willingness to accept such methods. The experience of the Studebaker Corporation over the last five years, however, has proved that this situation in the industry is far from hopeless. It has, in fact, only added spice to the job of introducing plans by which Studebaker salesmen as a whole are being led to take a growing interest in methods by which they can, as one man stated it, “know what we are doing instead of wondering what we have done.”

We started on our Studebaker training program in 1925, and while we realize that we are just beginning to scratch the surface of the

## Here's a Market That's **ACTIVE NOW**

It's a market of 68,000 bank executives who are buying daily, who are counselling with dealers and merchants, and who are advising customers which securities to buy and which not to buy.

### **A Gain in Lineage Every Month**

January, February, March, April, May—each 1930 issue so far shows a substantial increase over the corresponding month last year.

*Do you want an analysis of circulation by states,  
classes of executives by states or cities, or  
any other classification?*

# *The* Burroughs Clearing House

SECOND BOULEVARD AT BURROUGHS AVENUE, DETROIT

possibilities, there has been ample evidence that we are on the right track.

This sales educational effort is only one result of Studebaker's policy in taking the position that the factory is really in the retail business; in fact, its merchandising responsibilities have not been met until the cars have been sold by retailers at a profit and have given satisfaction to their buyers. Under the circumstances, then, it is logical that we should offer to our dealers specific help in every phase of retail management, including expense control, service station operation, used-car merchandising, and so on.

So far as the actual training and handling of salesmen is concerned, we have looked upon this as involving two separate problems. First, there is the getting of the prospects and the direction of the salesman's efforts; second, the salesman has to know how to deal with these prospects after he is in contact with them. To meet the first need the retail management division of our business has devised records for three obvious purposes:

1. Recording the salesman's relations with his prospects in such a way that the sales manager can tell at a glance what the salesman has done up to date with any given name.

2. Analyzing the dealer's prospect inventory turnover each week as a means of getting an easily interpreted picture of the whole operation and of each salesman's activities for the week.

3. Summarizing the salesman's daily reports each week and each month as a basis for watching and controlling his working habits.

With these simple records the sales manager is in a position to do a real job of governing his sales force. He can show each man wherein he is strong or weak, as the case may be; and can intelligently give him specific direction and help for repeating his successes and avoiding the duplication of past failures.

As a training medium for helping salesmen to handle their contacts with prospects on a basis of

getting definite results by intention rather than by accident, Studebaker has been issuing a sales course for retail salesmen during the last four years. It has been revised and simplified twice during this period and was ordered by some 20,000 retail salesmen. The contents of this medium have been taken entirely from successful experience in the field, and every precaution has been exerted to divorce it from anybody's pet hobbies or untried schemes.

The fundamental idea back of all the instruction is the same as the simple formula behind any enlightened sales administration. In other words it (1) gets the salesman first to "take the prospect's measure" and then make an orderly presentation in the terms of that prospect's individual needs; (2) shows him how to make each point register as the sale proceeds; (3) impresses upon him the necessity of taking advantage of the first opportunity to get the order signed; (4) urges him to go into each interview with the conscious and deliberate purpose of making every effort to close the sale on *that* call.

Along with the sales course goes a portfolio which is designed as the salesman's working tool in making an orderly presentation. In this all Studebaker facts are grouped according to their relation to one or more of the attributes which automobile buyers have established as their "specifications," these being the reputation of the dealer and the manufacturer; smartness in style; safety; comfort, ease of handling and relaxation; performance in the way of speed, acceleration, hill climbing and flexibility in traffic; economy to own and operate; intrinsic value, taking in materials, workmanship and engineering design.

With the working out of the procedure for directing salesmen and the preparation of the sales course and portfolio, we have recognized, of course, that the training job was only begun. We have tried not to lose sight of the fact that sales courses and sales tools are more dangerous than helpful if any home office which works through dealers thinks that in pre-

**355**  
**NATIONAL ADVERTISERS**  
 USED THE  
**DAYTON DAILY NEWS**  
 EXCLUSIVELY IN 1929

DURING THIS PERIOD THE  
**DAYTON DAILY NEWS**  
 SERVED  
**728**

NATIONAL ACCOUNTS  
 WHO USED A TOTAL OF  
**2,769,756 LINES**

WITHOUT A DOUBT  
 DAYTON IS A **ONE** PAPER MARKET  
 AND **THAT ONE** PAPER IS—

**THE**  
**DAYTON DAILY**  
**NEWS**

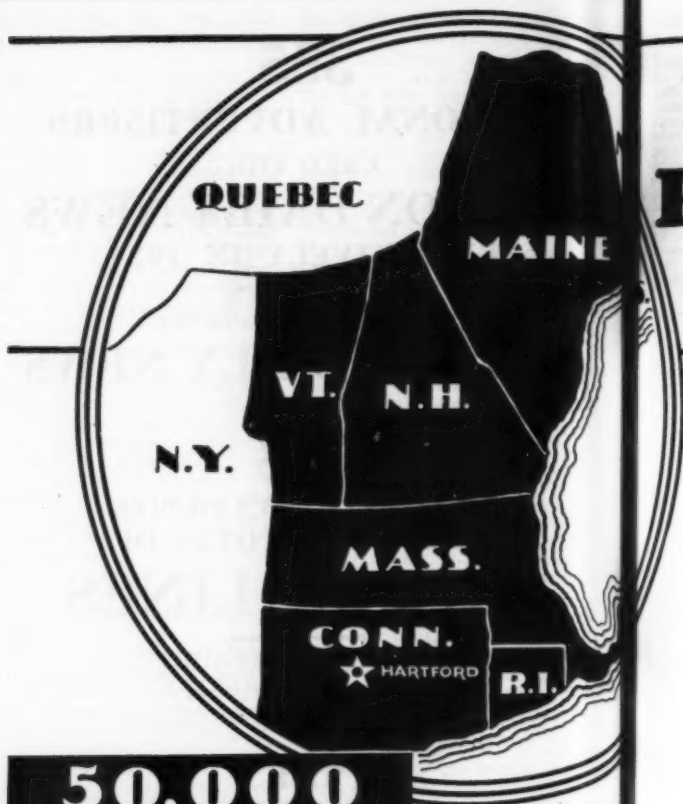
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Member  
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 of Ohio

REPRESENTED BY  
**I. A. KLEIN, INC.**  
 NEW YORK  
 CHICAGO  
 ST. LOUIS  
 KANSAS CITY

Member  
 100,000 Group  
 of  
 American Cities

HUGHLETT HOLLYDAY, JR., *National Advertising Manager*



**50,000  
WATTS**



**HARTFORD  
CONNECTION**

**WT**  
**Consist**

# Test Your Radio Program Here ▲ ▲ ▲

New England has long been considered an ideal "testing ground" for preliminary advertising campaigns as well as for new products. You can "test out" a radio program here: then you can analyze and check results accurately.

WTIC offers you a splendid opportunity to test New England because of its ideal, new, high-power transmitter which serves New England consistently. With latest technical equipment, WTIC gives absolute fidelity of reproduction and delivers a strong signal of consistent volume. This 50,000 watt station is doing a thorough sales job for many national clients. We will be glad to help you arrange programs. Why not send for facts?

**The Travelers  
Broadcasting Service Corporation**

**WTIC**  
Sisterage of New England



paring them its job or its responsibility is finished. It is easy enough to issue these so-called sales helps, but making sure that the recipient gets the results intended is quite another thing.

The Studebaker program, therefore, has been a matter of unceasing penetration in selling the idea to dealers, to sales managers and to salesmen. It has necessarily involved much laboratory work in the field, both as a means of promoting plans already proved sound and in uncovering fruitful new procedures. It is Studebaker's policy to look upon its field representatives as having a primary responsibility for assisting dealers to conduct their business at a profit. In order to instil in them a clear conception of the factory point of view they are put through a six weeks' training course which not only covers the actual process of selling, but such subjects as expense control, used-car merchandising, and service station operation which I have previously mentioned. In a word, the whole set-up of the Studebaker sales department is designed to assist dealers to sell at a profit the cars they buy from us—this meaning a profit to the manufacturer, the dealer and the public.

### A. J. Reinschreiber Appointed by Kanney System

Arthur J. Reinschreiber, for the last five years assistant national sales manager of the Western division, at Chicago, of the General Outdoor Advertising Company, has been appointed general sales manager of The Kanney System, Inc., Michigan City, Ind., outdoor advertising firm. His headquarters will be at Chicago.

### C. H. Deily Advanced by "Industrial Power"

Charles H. Deily, for the last two years Philadelphia representative of *Industrial Power*, Chicago, has been appointed head of the Central Eastern territory of that publication. His headquarters will be at Cleveland.

### Appoints Potter Agency

The New York State Guernsey Breeders Association has appointed The Z. L. Potter Company, Inc., Syracuse, N. Y., advertising agency, to direct its advertising account. Newspapers will be used.

### Oppose Bill Regulating Motion Picture Industry

A committee representing the advertising and educational branch of the motion picture industry met at New York recently and passed a resolution condemning the Hudson censorship bill, a proposed Federal measure which would provide control by government commission of the entire motion picture industry. The Hudson bill calls for the appointment of a commission in which full power would be vested in the matter of film production, scenarios and advertising and exploitation of the finished product. Edward F. Stevenson, president of Visugraphic Pictures, Inc., New York, presided over the meeting.

### General Motors Radio Corporation Appoints R. H. White

R. H. White has been appointed advertising and sales promotion manager of the General Motors Radio Corporation, Dayton, Ohio. He has been with the advertising department of the Chevrolet Motor Company, Detroit, and, at one time, was advertising manager of the Delco-Light Company, Dayton.

### To Represent McCandlish Lithograph in Central West

A. A. Meyer has been appointed Central Western sales representative, with headquarters at Cincinnati, of the McCandlish Lithograph Corporation, Philadelphia. Mr. Meyer has been with the Philadelphia headquarters of the company.

### Berger Manufacturing Appoints Bayless-Kerr

The Berger Manufacturing Company, Canton, Ohio, steel equipment, has appointed The Bayless-Kerr Company, Cleveland advertising agency, to direct its advertising account. Magazines, business papers and direct mail will be used.

### Merges with Madison Square Press

The Carlton H. Smith Company, New York, printing, has been merged with the Madison Square Press, also of that city. Carlton H. Smith has become vice-president and general manager of the Madison Square Press.

### Andrew Cory with Holmes Agency

Andrew Cory, at one time with the Campbell-Ewald Company, Detroit, has joined Holmes, Inc., advertising agency of that city.

### To Publish Aviation Paper

The *Aviation Daily News*, a daily paper devoted to the aviation industry, will be published at New York starting with the June 2 issue.



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**IF** you want to read  
the first real, true story  
of W. K. Henderson  
(the radio demon from  
Shreveport), get a copy  
of **April American  
Druggist**. It scoops  
even the newspapers.



Hearst Bldg.  
Chicago



**AMERICAN  
DRUGGIST**

57th Street at Eighth Ave.  
New York

Hearst Bldg.  
San Francisco



Statler Bldg.  
Boston

# RIGHT OUTA TH' BAR'L...



THE cracker barrel and the sugar bin have come to be the symbols for everything old fashioned in retailing.

They recall the days of the country store with its pot-bellied stove around which, each evening, the fate of the world was settled by the local James G. Blaines. They bring back memories of days before there were rigid standards of purity, cleanliness and convenience.

The package has changed all that. Today there are few products of common use which are not sold—and demanded—in packages.

To quote from a recent PRINTERS' INK editorial, "So long as the American buyer insists on cleanliness and convenience the package will flourish. It will decline only when the law of economy becomes of greater weight than other considerations, and then only in fields where cleanliness and convenience are not at a premium, or where equal results can be obtained without the use of the package as it has been developed during the last decade."

# EVE



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# EVERYTHING IS PACKAGED NOW



**Y**ES, everything is packaged now. Everything from pins to beds, from soap to pipe. The package today is a more important problem to the manufacturer than it ever has been.

In certain fields there is a tendency away from package to bulk, a tendency fostered by consumers. Many manufacturers are using obsolete packages, yet are afraid to change. Modern art is making its demands, and the more conservative manufacturers are not sure whether their packages should "go modern." Changed living conditions demand new package sizes. Changing retail conditions make an effective package more than ever necessary.

The PRINTERS' INK Publications early took the lead in emphasizing the value of the package as advertising and in advertising. Its articles on packages have had a great influence in raising the standards of American package design and in encouraging hesitant manufacturers to use packages or modernize their package design. These articles of the past are pledges of equally important and equally influential articles in the future.

One can sell more goods to those who  
have more with which to buy.

## York County Pennsylvania

is a rich and permanently prosperous,  
peculiarly well balanced economic  
unit with great diversity in both in-  
dustry and agriculture.

Covered completely and intensively  
by

## THE YORK, PA. GAZETTE AND DAILY

We urge you to investigate.

**HOWLAND & HOWLAND**

*National Representatives*

**NEW YORK**

393 Seventh Ave.

**CHICAGO**

360 N. Michigan Ave.

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# Style Brings New Problems to a Face Brick Manufacturer

How the Hanley Company Is Informing Architects and Builders of the Advantage of Its New Brick

A MANUFACTURER and distributor of face brick decided to put style into his product. In accomplishing this, he ran into more difficulties than he had anticipated. What these difficulties were and how he overcame them may interest other manufacturers of basic products who are thinking of adding style as a selling feature.

A little over two years ago there developed a trend in building toward colorful exteriors for commercial structures in order to give those buildings added attractiveness and sales appeal. The Hanley Company sensed this change and believed that a new face brick, which would introduce style into the construction of buildings, not only would open new channels for sales but also, being exclusive, would put it ahead of competition.

A thorough study of the whole industry was therefore made and it was found that, in order to enter such a field, three difficulties would have to be met: First, a way must be found to make permanent the color of a building and thus justify the increased expense of the new brick; second, a new accuracy in the laying and coloring of the brick must be introduced, and lastly, the architect and the builder must be offered co-operation in the designing of buildings to take full advantage of the use of color. In other words, by introducing style into its product, Hanley had to build up an organization to make use of that style.

The first requirement, the making of a brick which would keep itself clean, was met by creating an entirely new product for the company, glazed brick. For it was found if the ordinary rough-surfaced brick were used, dirt and the elements would soon dull the colors and defeat the idea.

The next requirement was one of actual delivery and meant the working out of an entirely new

method. Because, in the use of the new brick, the greatest problem of all, the possibility of banding (which means the color would not flow smoothly but would make bands at different places in the structure) had to be overcome. This called for the delivery of the brick floor by floor, thus eliminating all selection or volition on the part of the mason.

And finally, the company had to be prepared to give its advice to architects and builders on how to use the brick most effectively. This meant that the sales problem in connection with the brick would be one not only of actual selling but also of instruction and education. Therefore, a consultation service had to be offered to back up the work of the salesmen.

To present this new idea to the building industry in a clear and convincing manner was, in itself, no small task. How should it be done?

## *A Horizontal Building*

The first step was to lay out a building front on a level with actual bricks to prove that the color could be made to flow smoothly. Then it was decided to draw up a series of imaginary buildings and present the pictures of them to architects and builders, in full color, through advertising.

The introductory advertisement, which appeared in building-trade publications, shows the first of the series of imaginary buildings. At the right side of the advertisement, in corresponding position to the building, are the colors of the bricks which are used. This shows not only the whole building, but also gives the architect and builder an idea of what the bricks look like. The explanatory copy is as follows:

This flowing color design changing from a dark brown into white at the top is worked out with vari-

## ADVERTISING IN "PUNCH" OPENS UP



Out go the mails with "PUNCH"—"PUNCH" that everyone is waiting for, "PUNCH" that all English-speaking people respect as they respect their own flag... "PUNCH" with *your* advertisements in it. Back come the orders, orders from every corner of the world, for people who read "PUNCH" *trust* what is advertised in it. And out go the boats again with goods, *your* goods, selling to wider and wider markets, building your prosperity and success. Trade, more trade, comes of advertising in "PUNCH." We can prove it! Write to Marion Jean Lyon, Advertisement Manager, 80 Fleet Street, London, E.C.4, Eng.

ous shades of Hanley Glazed Brick—a self cleaning product that retains its color.

The color changes are imperceptible from floor to floor. Because of the method we have worked out the changing effect is perfectly practicable, specific colors being shipped labeled for certain floors. This flowing effect can be achieved in the glazed colors of blue or brown running from the deepest into the lightest shades.

Attention is called to the modern effect of the design, which we believe presents a new and interesting thought in skyscraper construction. The normal horizontal lines of the street are accentuated for a few stories and gradually diminished and changed into the natural vertical effect of a tall building, thus eliminating the abrupt change from the horizontal to the vertical.

It is planned, in subsequent advertising, to feature any buildings which have been built of the new tile.

Thus has a basic manufacturer found that style introduces new problems into his business, problems which must be solved before the new product can be soundly merchandised.

### George Wharton Pepper Heads Franklin Memorial

George Wharton Pepper, former United States Senator from Pennsylvania, has accepted the chairmanship of the campaign to raise funds for the Benjamin Franklin Memorial to be erected by the Poor Richard Club and the Franklin Institute at Philadelphia. Wilfred W. Fry, president, N. W. Ayer & Son, Inc., is at the head of the publicity committee, and A. Atwater Kent is head of the finance committee. Cyrus H. K. Curtis is president of the incorporated association.

### General Motors Net Sales Show Increase

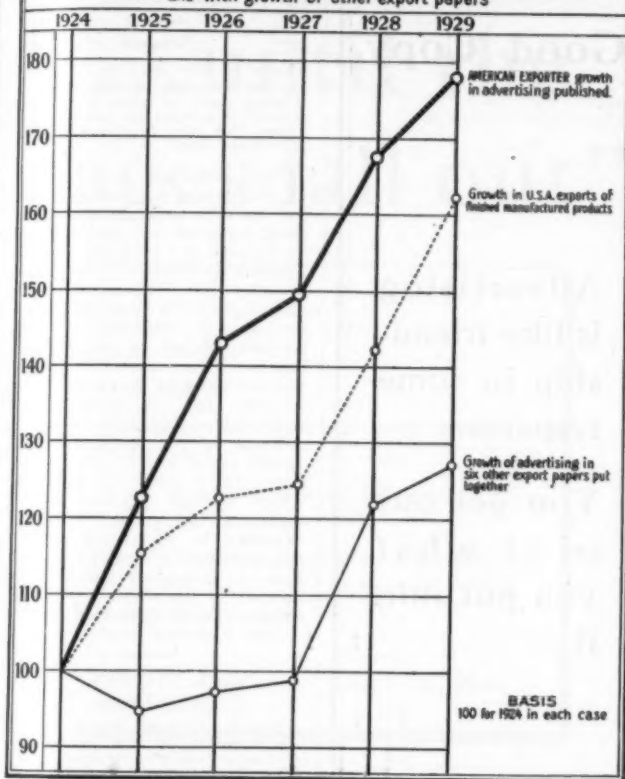
Net sales of the General Motors Corporation for the year ended December 31, 1929, amounted to \$1,504,404,472, as against \$1,459,762,905 for the previous year. Net profits from operations and investments for 1929 amounted to \$301,857,725, as compared with \$332,486,160 for 1928. Net income, after all charges and taxes amounted to \$247,317,742 for 1929 as compared with \$273,559,090 for the previous year.

### Appointed by Toronto Agency

H. W. E. Pepler has been appointed vice-president of the Claude Sanagan Advertising Agency, Toronto. For several years he has been director and secretary of Mason & Rich, Ltd., music house of that city.

# GROWTH of AMERICAN EXPORTER

Compared with growth of exports of finished manufactured products  
and with growth of other export papers



Now in its 53rd year, the  
AMERICAN EXPORTER is increasing  
its outstanding position in the field year  
after year — as the above chart shows.

## AMERICAN EXPORTER

370 SEVENTH AVENUE . . . NEW YORK

WORLD'S LARGEST EXPORT JOURNAL - 53rd. YEAR

## Good Copy

Advertising  
is like friend-  
ship in some  
respects—

You get out  
of it what  
you put into  
it.

**HAWLEY  
ADVERTISING  
COMPANY**  
Inc.

**95 MADISON AVE.  
NEW YORK CITY**

## Advertising Agency Not a Preferred Creditor

### TELEGRAM

*Editor of PRINTERS' INK:*

Can you advise by mail status of agency claim for space in case of client's bankruptcy and references to cases that may have appeared in **PRINTERS' INK**?

**THE** American Association of Advertising Agencies advises us that an advertising agency, whose client has gone into bankruptcy, is not favored as a preferred creditor. There is no reason why this should be otherwise. The agency has a claim against the bankrupt concern for services rendered and these services cannot be expected to have preference over other obligations incurred by the bankrupt for services and merchandise for which it is indebted to others.

There is one instance of an agency whose client went into the hands of a creditors' committee which allowed payment to the agency of the amount of money expended in advertising for the client, minus the agency's commission. If a receiver had been appointed by the court, a preferred claim would not have been allowed. —[Ed. **PRINTERS' INK**.

### Paul L. Hardesty with Chatham-Phenix Bank

Paul L. Hardesty, formerly on the official staff of the First National Bank of Chicago and, prior to that, with the Union Trust Company, of that city, has been made assistant vice-president of the Chatham-Phenix National Bank & Trust Company, New York.

### Appoint S. W. Frankel Agency

Edward Prill, Inc., Old English Silver and reproductions, New York, has appointed the S. W. Frankel Advertising Agency, Inc., of that city, to direct its advertising account. Magazines will be used.

### Joins R. L. Polk & Company

S. J. Andrews, formerly advertising manager and later assistant to the president of the Kirsch Company, Sturgis, Mich., has been appointed a special representative of R. L. Polk & Company, Detroit, directory publishers.



# “...until the pages fall out”

Editor  
Child Life

Dear Editor:

We keep in heavy covers every copy of  
Child Life we buy . . .

In all there are now at least seven or  
eight years' issues. \*

My children like particularly the stories  
based on facts. We read and reread  
them until the pages fall out.

Mrs. R.  
East Lynn, Mass.

\* 58.5% Child Life readers keep their copies indefinitely

## CHILD LIFE

Rand McNally & Company, *Publishers*  
CHICAGO

# The Inland Printer Typographic Scoreboard

DO YOU know the trend in National Advertising Layouts and Illustrations? Is it toward Conventional, moderately Modernistic or pronouncedly Modernistic?

The Inland Printer contains this information in every issue in the form of the Typographic Scoreboard.

J. L. Frazier, editor of The Inland Printer, and recognized as an authority on Typography, each month analyzes issues of National magazines, such as Saturday Evening Post, Vogue, Nation's Business, and the tabulated results of this analysis comprise the Typographic Scoreboard. By following the Scoreboard you can soon determine yourself which way National advertisers are leaning.

Printers are watching this Scoreboard closely and it is also attracting the interest of many advertising men.

Upon a request from you on your firm's letterhead, with stamped envelope, a reprint of the April "Typographic Scoreboard" will be sent.

## THE INLAND PRINTER



330 So. Wells St., Chicago, Ill.  
New York Office: One East 42nd Street



Stores I

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## Specialty Stores Fight "Courtesy" Sales

**S**PECIALTY stores in New York are uniting in action against a business practice that, intermittently, in communities everywhere, inspires discussion and leads to the application of remedial expedients—"courtesy" selling to consumers by manufacturers and wholesalers who normally sell through retail channels.

Co-operatively, the New York shops have evolved the following letter and are sending it to their suppliers:

Gentlemen:

May we respectfully call to your attention the fact that for quite some time numerous wholesale manufacturers have been offering and selling their products to retail clients, a condition that has recently developed rather extensively; and its effect has been felt among the retail specialty shops.

As merchants, you can appreciate that the retailer is justly entitled to all legitimate business of a retail nature.

We trust that your thoughtful consideration of the above matter will fully justify our request to co-operate with us in the formulating of some plans whereby this practice may be promptly discontinued.

Kindly let us hear from you at once.

The letter, already sent out by such stores as Saks-Fifth Avenue, Hickson, Bergdorff-Goodman and Jay Thorpe & Company, goes not only to individual wholesalers, but to the wholesalers' associations.

Complying with the request for prompt answers, the wholesale firms are writing to the retailers, promising the requested co-operation.

"The wholesalers' practice of 'courtesy' selling to consumers is an evil with a double effect," one of the leaders in the movement explained to **PRINTERS' INK**. "Of course, it deprives retailers of a certain number of retail sales. But, more seriously than that, it exerts a psychological effect. The woman who is able to buy a gown at \$60 wholesale cannot understand how any retailer justifiably could price the same gown at \$100 or \$120."



*How do your  
Electric controls  
and automatic cor-  
rections make Edi-  
phone dictation  
as easy as tele-  
phoning?*

You simply pick up the receiver and speak your mind. The stenographer then writes from your voice direct on her typewriter. The mechanical part of dictation and typing is all controlled electrically with automatic corrections.

Let us prove this. Telephone "The Ediphone," your City, or ask us for the book, "An Easy Way to Chart Your Correspondence."



THOMAS A. EDISON,  
INC.  
ORANGE, NEW JERSEY

**Ediphone**  
Edison's New Dictating Machine  
World-wide Service  
in all Principal Cities

## DENNEY ADVERTAGS



## 40 Fathom FISH

—another hard to trade-mark product turns to Denney Advertags for protection against imitations.

Let us design an Advertag for your business that will identify your products at the point of purchase and tell a sales story as well.

**The Denney Tag Co.**  
West Chester, Pa.

Denney also makes Production,  
Shipping and Marking Tags

### Osborn Manufacturing Company Appoints

Lloyd H. Weber has been appointed advertising manager of The Osborn Manufacturing Company, Cleveland, manufacturer of industrial and household brushes and foundry molding machines. He succeeds Philip S. Smith, who will manage the brush division of the company. Mr. Weber was formerly with the advertising department of the Cleveland Press.

### O. J. Harms Advanced by Johnson Motor

O. J. Harms, formerly head of the industrial division of the Johnson Motor Company, Waukegan, Ill., has been promoted to the position of sales manager of that company.

G. M. Babst, formerly sales manager of the Southern division, has been made sales promotion manager.

### Appoints Cramer-Krasselt Agency

The Lakeside Bridge & Steel Company, Milwaukee, has appointed the Cramer-Krasselt Company, advertising agency of that city, to direct its advertising account. The company's overhead traveler cranes will be featured in business paper and direct-mail advertising.

### To Publish "The Brief Case"

*The Brief Case* is the name of a new monthly publication which will be issued from New York, beginning in April. Paul Schleissner, editor and publisher of the *Tobacco Record*, is also editor and publisher of the new publication. Associated with him on *The Brief Case* is Max Arman. Joseph A. Frank is business manager.

### A. L. Delin with Erickson Company

August L. Delin, formerly with the F. J. Ross Company, Inc., and, more recently, with Calkins & Holden, Inc., has joined The Erickson Company, advertising agency, New York, as assistant space buyer.

### Doremus Appoints E. W. Lancaster

Earle W. Lancaster has been appointed assistant New England manager of Doremus & Company, advertising agency. He will be located at the Boston office.

### Poultry Farm Plans Campaign

The Osee C. Frantz Poultry Farms, Rocky Ford, Colo., is planning an advertising campaign in national poultry journals and local farm papers. This campaign is being directed by the Byrum Advertising Agency, Denver.

# How to Get Your Message to the Salesmen of the Jobber

Every advertiser is entitled to know the facts. Is his advertising read by the subscribers of the publication is the question?

In the case of "THE JOBBER'S SALESMAN," reaching 80 to 90 per cent of the salesmen and executives of all the electrical wholesalers in the country, a test has been completed. The following shows the extent to which advertisements in "THE JOBBER'S SALESMAN" are read and the information utilized.

Salesmen who give all the advertisements  
general reading ..... 95.6%

Salesmen who give a number of advertisements  
careful study ..... 94.7%

Salesmen who often read advertisements  
of new lines and ask their executives  
to take on the lines..... 83.2%

Salesmen who get real information out  
of the advertisements that helps them  
to land orders ..... 94.6%

SALES MANAGERS who consider that a  
sales message presented to their men  
in "THE JOBBER'S SALESMAN" is  
a better way of reaching them than by  
direct mail ..... 90.0%

Send for a copy of this Survey. It will interest you.

## THE JOBBER'S SALESMAN

*Published by the*

**ELECTRICAL TRADE PUBLISHING COMPANY**

**520 North Michigan Avenue, Chicago**

Also publishers of **ELECTRICAL CONTRACTING and MILL  
SUPPLIES and MILL SUPPLIES CATALOG AND DIRECTORY**

# 4 men

**general manager  
controller  
supply buyer  
delivery supt.**

.....do the buying of  
ALL equipment and  
supplies in department  
stores and chain store  
headquarters.

Write for survey telling  
how to cover effectively  
these 10,352 buying  
officials with

## STORE EQUIPMENT AND SUPPLIES

236 N. Clark St... Chicago

NEW YORK . . . . . 20 VESEY STREET

LOS ANGELES . . . 122 E. 7th STREET

### Crystal Products Appoints Murray & Coe

The Crystal Products Company, Inc., New York, insecticides and disinfectants, has appointed Murray & Coe, Inc., Boston advertising agency, to direct its advertising account. A campaign using New England newspapers will be started at once for Crystal Products of New England, Fitchburg, Mass., New England distributor of Crystal Products.

R. E. Greenwood has been placed in charge of sales throughout New England.

### S. H. Pittman Appointed by Westinghouse Electric

S. H. Pittman, formerly with the advertising staff of the Cincinnati Post, has been appointed manager of the sales promotion section, domestic appliance department, of the Westinghouse Electric and Manufacturing Company. His headquarters will be at Mansfield, Ohio. He was, at one time, advertising manager of the Cincinnati office of the Westinghouse company.

### A. A. Holmes to Join "Farm Supplies"

Andrew A. Holmes has resigned as vice-president of the American Potash and Chemical Company to become, effective May 15, vice-president and secretary of the Farm Supplies Publishing Company, New York, publisher of *Farm Supplies*. He will have charge of agricultural chemical advertising.

### "The South's Business," New Publication

*The South's Business* is a new monthly magazine published at Memphis, devoted to the business of the South. L. D. Boone is managing editor and Sydney S. Ager, formerly with *Architecture*, New York, is advertising manager.

### Will Russell Starts Own Direct-Mail Business

Will Russell, formerly with Miles & Scott, San Francisco, has started a direct-mail advertising business at that city, under his own name.

### Appoints Fitzgerald Agency

The New Orleans Ice Cream Company, New Orleans, has appointed the Fitzgerald Advertising Agency, Inc., of that city, to direct its advertising account.

### Joins Visugraphic Pictures

Frank J. Cooney, formerly with the Rodney E. Boone Organization, has become associated with Visugraphic Pictures, Inc., New York, producer and distributor of advertising motion pictures.

Apr. 3, 1930  
**STEVE**  
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Only the name

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Chemical Engineer  
Chemical Engineer  
Plant Engineer  
Consulting Engineer

# STEVENS\* has started his own business...

*Only the name is fictitious*



**S**TEVENS began his professional life as chemical engineer of a leather tanning plant. Since then he has held several positions and not once has he changed his profession of Chemical Engineering. Recently he has entered into business for himself as a consulting engineer.

The very fact that process plants of all types now call upon this man for advice, shows that there is fundamental similarity in the processes and equipment used throughout the plants of the Process Industries.

Through his advice his clients often change both processes and equipment to accomplish some improvement. Like the editorial pages of "Chem. & Met." his office serves as a forum for the interchange of ideas and methods... a place where the production men of the Process Industries can learn of the most advanced methods and means of doing things.

That is one reason the production men of the Process Industries pay to have "Chem. & Met." follow them wherever they go. And it is also why "Chem. & Met." advertisers find it a reliable medium for getting their sales messages to the executives of the Process Industries.

Stevens' record shows how a man may move about in the Process Industries without changing his profession:

Chemical Engineer	Leather Tanning
Engineer of Design	Equipment Mfg.
Chemical Engineer	Fine Chemicals
Chemical Engineer	Asphalt
Plant Engineer	Fine Chemicals
Consulting Engineer	Chemical Eng'g

## Chemical & Metallurgical Engineering

A. B. C.

A McGraw-Hill Publication

A. B. P.

**Tenth Avenue at 36th Street  
New York, N. Y.**

# ANNOUNCING



## A NEW ERA IN ADVERTISING RESULTS THROUGH HOUSE-TO-HOUSE DISTRIBUTING

More and more Advertisers are turning to this mammoth modern medium which reaches and exerts direct, quickly reactive influence upon 20,000,000 American homes.

Modern House-to-House Distributing is fully organized on a national basis; you can buy all or *any part* of national coverage with a single order, through a central office; you can have your message delivered Direct to the Ultimate Consumer as easily as you buy space in newspaper or magazine.

Through modern House-to-House Distributing, Advertising has entered a New Era of Results. No Advertiser can safely overlook this incomparable medium of Direct Returns.

Advertising is delivered Direct to 20,000,000 American homes by 302 bonded distributing organizations, incorporated as The Exclusive Distributors' Association. All or any part of national House-to-House Distribution can be arranged through the National Representative of the E. D. A.\*

### \* THE EXCLUSIVE DISTRIBUTORS' ASSOCIATION, INC. (Established 1902)

Will H. Weaver, Pres. S. V. Hensal, Vice-Pres. Geo. Altman, Sec'y-Treas.  
Directors: H. H. Hummel, J. C. Russell, W. E. DuQuay  
Address: National Representative, Exclusive Distributors' Association, Inc.  
709-10 J. M. Studebaker Building, South Bend, Indiana

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## Where Do the Chain Stores Go from Here?

(Continued from page 6)

famous Mr. Henderson but I am situated in Memphis and I know that his methods of agitation are having their effect because I have seen what is happening in the South and in the Middle West. Nor is Mr. Henderson alone in his efforts. In Memphis we have an imitator of his methods who broadcasts his views over the radio and other imitators are springing up in many sections of the country.

The chain store has become a legislative subject. The year 1929 saw the introduction in various legislatures of sixty-two bills (two of which became laws) placing special burdens on chains. Although sixty of these were killed either on the floor or in committee, they surely indicate that legislators are worrying about the chains. In Alabama, a candidate for Governor has emphasized his anti-chain views along with his views on dry enforcement, etc.

On March 25 Representative Louis T. McFadden, of Pennsylvania, chairman of the Congressional Committee on Banking and Currency, made the following significant remarks in a radio speech: "We are indeed today involved in an economic battle between the chain store and the independent merchant.

"In my judgment it is high time that Congress, as well as the people of the United States, should give serious attention to what is unquestionably a vital factor in the living costs of not only the present day, but of the immediate future.

"The days of agitation, which brought about the enactment of the Sherman anti-trust law, pale into insignificance when compared with the present 'drives' to place in the hands of the few the economic and financial resources upon which the welfare and happiness of the many are so dependent.

"We have heard much about providing the farmer with a profitable market, but how are we to do so if the monopolistic chain-store

system is to be permitted to corner the products of the farm and cut down the prices of those commodities by the inauguration of a take-it-or-leave-it policy?

"And what of the small shop-keeper or the corner druggist? Is he to be permitted to be driven out of business by the chain store moving in next door to him and underselling him until his doors are shut by lack of profits or fore-closed notes?

"Once the chain-store system has wiped out the neighborhood store, the corner store, you may rest assured that the consumer will find himself or herself at the mercy of a price-fixing, non-competitive organization dealing in the necessities of life."

It is my belief that sooner or later, if the present spread of popular antagonism continues, it will become an important political issue. A speech like Representative McFadden's indicates this clearly. The fight may not be centered wholly against the chains, but they will be included under the head of monopolistic control.

In Memphis, recently, William Green, president, The American Federation of Labor, said, "One of the serious problems facing us is the one concerning employers and efficiency experts, who cast off men of forty and forty-five, because they are too old. Mass production is responsible for it and it is being carried too far."

It is only a step from such attacks on mass production to attacks on mass distribution. The chains, in some instances, have been guilty of following efficiency experts who have recommended the casting aside of "old" men. I believe that this subject is going to become of increasing weight in swaying public opinion.

Nor have the chains been notable for their high wages to employees. One chain agitator has had considerable success in his attacks on a certain chain which, he claims, is sending girls, to use his own words, "down the crimson path" because of the low wages it pays. Recent attacks on the wages paid by Woolworth have received considerable publicity, none of it of

### ATTENTION: MANUFACTURERS and DISTRIBUTORS

Complete Southeastern States Sales Organization available.

Sales Executive with proven record—Character and business references above reproach, who in addition to his own services can bring with him a number of capable Sales Managers, Assistant Sales Managers and approximately 100 active, well trained salesmen.

This complete force available to Manufacturer or Distributor who has a product of merit, a reputation for service and progressiveness and is financially sound.

This is an outstanding opportunity for the right Company to secure as a Unit, or in part, the best organized sales force in Southeast.

Kindly give details regarding Company, product and sales plan. All replies treated in strict confidence.

If your proposition is worth while, will arrange for interview.

Address "A," Box 236  
Printers' Ink

### A Real OPPORTUNITY For Sale

A CLIENT of ours (we are one of the well known advertising agencies) has been silent owner of a sideline . . . a profitable sideline, but so far remote from his own profitable business, that we have advised him to sell.

It is a window display business, based on an utterly unique display device, eagerly bought by department stores, specialty shops and chains. Our client is in the Fuel business. Yet this display business has paid him as a side line! An advertising or sales executive ought to multiply its proven possibilities.

An office and show room is maintained on 5th Avenue. It's in such shape that a buyer could step right in and make real money. It is open to your strictest investigation. Only \$10,000 cash essential. Terms can be arranged for balance. Address, C Box 238 Printers' Ink.

any value to the chains as a group.

It is impossible here to set down all of the factors that may influence public opinion in joining a crusade on the chains. No less a man than J. C. Penney found it desirable to treat on the chain and the community in an article in *The Saturday Evening Post* and this opens up another subject, the pros and cons of which are so familiar that I shall not elaborate on them at this time.

How about that other "neutral" party, the manufacturer?

In the first place, he is finding it difficult to remain neutral. I don't believe he has ever been a rabid supporter of the chain although he has found it necessary to play along with the chain because of its tremendous number of retail outlets. Yet the chain has treated him none too gently and hasn't hesitated at least to suggest the mailed fist.

The secret rebate has been one of the most vexatious of the manufacturer's problems. Like all secret concessions, it was, in the beginning, comparatively harmless. Like all secret concessions, it has grown beyond all reasonable bounds, until the average manufacturer is heartily sick of it.

One of the significant actions of General Foods, as chronicled in *PRINTERS' INK MONTHLY*, has been to stabilize its discounts and do away with any secret rebates that may have been given by companies brought into the merger. It is rumored that in bringing out its new razor, Gillette has eliminated so-called "advertising allowances" and put all organizations, chain or otherwise, on the same discount scale. These are but two examples from among many. They are significant because they show that manufacturers are beginning to refuse to play ball with the chains with secret rebates and have found that the rebate is an evil which does not need to exist.

The tremendous buying power of the chain undoubtedly gave it the upper hand with many manufacturers. Before there was any precedent to guide manufacturers they found it difficult to turn down large orders, even though

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Have you se  
the April  
"FROZEN FOOD  
Number?"

# AMERICANS EAT MORE THAN 348,000,000 GALLONS OF IT YEARLY

**WHETHER** it's plain, frappé, in sodas, or in any of the many other forms we know—Americans certainly like their ice cream. Our per capita consumption of this refreshment averages nearly 3 gallons a year.

Like other products of the food industries, ice cream is a scientifically made food. The ice cream manufacturer uses much of the equipment and many of the processes that are employed by the baker, the confectioner, the meat packer, the canner, and all others engaged in the preparation of foods.

It is this basic similarity of manufacturing problems and products that links the executives of the food industries into one great community of common interest—"Industrial Kitchendom".

These executives are the men who read **FOOD INDUSTRIES**. They regard its editorial pages as a forum for the interchange of ideas and methods. Naturally, such reader interest makes the advertising section a valuable sales promotion medium.

## FOOD INDUSTRIES

A McGraw-Hill Publication

TENTH AVENUE at 36th ST., NEW YORK

Have you seen  
the April  
"FROZEN FOODS"  
Number?



INDUSTRIAL

### KITCHENDOM

a term defining the great group of plants engaged in the manufacture of all kinds of food.

## Sales Executive Needed

**THE MANUFACTURER**—Largest in its field; highest financial standing; long record of vigorous growth; still rapidly expanding.

**THE PRODUCT**—New and adequately proven; extraordinarily versatile as to usage; every manufacturing plant and every new building is immediate prospect; at least 90% of existing buildings are likewise immediate prospects; possesses extraordinary patent background.

**THE JOB**—To quickly organize and train large selling force; present sales force limited; sales will be almost exclusively to consumers in all U. S. territory East of the Rockies; headquarters probably New York.

**THE MAN**—Must be sound, well balanced and with capacity to fit and to grow in fast moving, fast growing business; definitely successful record, also best character references essential; complete information as to qualifications, experience, references and salary expected in first letter.

Address "R," Box 86, Printers' Ink

### Straight Commission **SOLICITOR**

Seeks Connection

No Drawing Account  
But Fair Percentage

**S**TRONG, aggressive solicitor of desirable accounts, versatile in merchandising and with valuable contacts, seeks fully-recognized Christian agency to absorb part of service obligation.

Can finance himself, but clear, mutually-protective commission agreement imperative; prefers pleasant, professional environment and service ability in agency under \$2,000,000 volume; must recognize operating margins and be willing to share fair percentage of the gross. Address in confidence "X," Box 233, P. I.

they were filled at a very low margin of profit. They were content with this low margin and got their real profits out of smaller orders.

Then they discovered two disturbing things. First, they found out that secret rebates and inside prices weren't secret nor were they inside. Eventually these practices leaked out and upon the manufacturer descended two parties, chains which had not been favored and independents. Second, the manufacturers discovered that the larger the order, the more the chain began to own the manufacturer's business. One large company, for instance, found that nearly 15 per cent of its volume was being distributed through one chain of stores. That particular chain was also doing some manufacturing of other products and this manufacturer saw that if the chain ever decided to make the product which he furnished it, he would be forced into severe financial difficulties. Unpleasant as it was for him to contemplate, the chain really owned his business and was able to dictate policies and prices.

Such things haven't done much to endear the chain to the manufacturer.

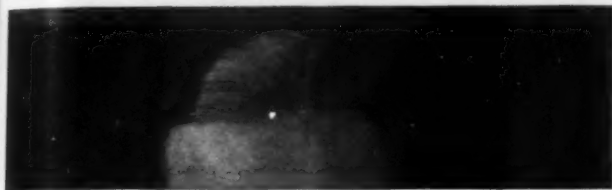
Today, many manufacturers find themselves faced with the unpleasant possibility that the time may soon arrive when they shall have to choose definitely on which side of the fence they hope to play. For some years, associations of independent retailers and wholesalers have held meetings and passed resolutions which were as futile as they were rododomontadish. The chain and the manufacturer could afford to read these resolutions complacently.

Today, however, the associations are backing their resolutions with action. On March 9, 1930, for instance, 9,000 independent Jewish grocers met in New York and passed resolutions. What were these? Attacks on the chain with no promise of action? Hardly. Here is what a report in the New York Times had to say about the meeting:

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What! A hundred brains in this one man's head?



Absolutely! A hundred brains—the brain power of the Meyercord Service Department, a hundred experienced artists, analysts, and authorities on the universal publicizing medium—decalcomania. Using decalcomania for window display signs has taught every merchandiser some of its advantages—that it attracts attention, outlasts paint, costs little, and is quickly applied. Now the Meyercord man is eager to show you the extra advantages of decalcomania transfers directed by Meyercord brains—transfers used not merely for window signs but for your trucks, wagons, cartons, road signs, machinery, etc. Under the direction of the Meyercord Service Department, manufacturers are achieving new trade-mark distinction by the uniform use of decalcomania. A Meyercord representative will call at your request.

THE MEYERCORD COMPANY, 120 S. LaSalle Street, Chicago.



# MEYERCORD TRANSFERS

# History Repeats Itself\*

The April, 1930, issue  
of **JOBBER TOPICS**  
carries the largest  
billing in its history

*\*On April 4th, 1929,  
a page in Printers'  
Ink announced that  
the April, 1929, issue  
of **JOBBER TOPICS**  
carried the largest  
billing up to that time*

## The Irving-Cloud Publishing Co.

Tribune Tower

Chicago

*Publishers of: **JOBBER TOPICS**, **MOTOR MAINTENANCE**,  
**MOTOR MAINTENANCE DATA BOOK & FLAT RATE MANUAL**,  
**THE SUPER SERVICE STATION**, **BOATING BUSINESS***

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One resolution provides for the establishment of buying units in various parts of the city with the view of merging the independent ultimately into a single purchasing group which will serve all the independent Jewish grocers in the metropolitan area. Another instructs the executive committee to work out plans to establish direct contact between the farmer and the independent grocer. A third authorizes the inception of a radio campaign in which buyers will be asked to patronize the independent store.

Those are not resolutions of complaint. They are resolutions of action. They parallel similar steps that are being taken and have been taken by organizations of independents in all parts of the United States.

These straws indicate for the manufacturer a prevailing wind which he must study and understand. He sees that the independent is beginning to realize the importance of action rather than words and that powerful group opinion is being formed which is making it increasingly difficult for the manufacturer to assume an attitude of complacent neutrality.

It is pretty safe to say that more and more manufacturers are remaining outwardly neutral but inwardly are beginning to take sides. Price maintenance is a subject dear to the heart of many manufacturers and more and more of them are assuming a firmer attitude toward the price cutter. They believe that price cutting is uneconomical and that merchandise that is badly cut loses much of its good-will value in the eyes of the consumer. Few manufacturers like to see their products the basis for a price war.

The great trouble with neutrals is that they are never entirely neutral. The chains know this as well as anybody else, but up to the present they seem to have complacently assumed that the public, because it can buy cheaply from the chains, and the manufacturer, because he can sell to them in large volume, are on the chain side of the controversy. Maybe they are. It is easy enough to see, however, how certain conditions are driving them to the other side.

As I said, I have no illusions

## Advertising and Promotion Manager

The man we want is around 35 or 40 years of age, of prepossessing appearance, thoroughly familiar with the technical phases of advertising, and Salesmanagement Technique. Experienced in a specialty line selling for several hundred dollars or more per sale, preferably a line having sold to food retailers such as meat markets, groceries, etc.

To this man we can offer a position in a manufacturing organization of over half a century's steady progress; a leader in a branch of the refrigeration industry which is rapidly expanding, and with the advent of Frozen Foods in the immediate future faces a tremendous opportunity.

You will be expected to handle the advertising and promotion phases of this development, and thus by your own efforts, co-ordinated to the progressive policies of the organization, you will be in position to make your own future as bright as you are able.

We are located in a large city on the Eastern Seaboard noted for its pleasant and economical living conditions.

Reply in confidence at once outlining fully your experience, training, accomplishments, desired starting salary, etc.

**Vice-President, Box 230  
Printers' Ink**



about the public as a crusading body—but the public, if prodded long enough and hard enough, does strange and unpredictable things. More peculiar things have happened than would occur if the public should join the opponents of the chain.

As for the manufacturer I don't believe he has ever been a real friend of the chain. With him, business is business and profits are profits. The fact that he is, in a measure, becoming convinced that chain business is not always good business and that profits derived from large volume may have their penalties seems to me to point to a dangerous condition for the chain.

No, neutrals are never neutral and the side that wins the battle is the side which is able to make so-called neutral opinion come to his aid and cast away its neutrality.

#### Joins R. D. Wylly Agency

Wendell Ekholm, formerly with the Samson Service, Washington, D. C., direct mail service, has joined R. D. Wylly, Inc., advertising agency of that city, as a copy writer.

#### Penndrake Oil Account to Fuller & Smith

The Pennsylvania Refining Company, Butler, Pa., has appointed Fuller & Smith, Cleveland advertising agency, to direct its advertising account. Newspapers and outdoor advertising will be used to feature the company's Penndrake oil.

#### J. T. Moore Starts Own Business

J. T. Moore, for many years with Simmonds & Simmonds, Inc., Chicago advertising agency, has started his own advertising business at that city under the name of The Moore Advertising Agency.

#### Shoe Account to Lyddon, Hanford & Kimball

Knipe Brothers, Inc., Ward Hill, Mass., manufacturer of men's shoes, has appointed the Buffalo, N. Y., office of Lyddon, Hanford & Kimball, Inc., advertising agency, to direct its advertising account.

#### Appoints J. D. Bates Agency

The Williams Brothers Manufacturing Company, Glastonbury, Conn., silver plated flatware, has appointed the J. D. Bates Advertising Agency, Springfield, Mass., to direct its advertising account.

## Treasurer or Comptroller Wishes New Opportunity

Certified Public Accountant, under forty, familiar all branches of corporate management, desires connection with progressive, soundly managed business as Treasurer or Comptroller.

Trained in investment management, budget control, taxation and production control. Now and for past eight years has acted as Director and Comptroller of very large textile corporation with sales over twenty million dollars. Prefer location in East. Immediately available. Address for appointment, "V," Box 231, Printers' Ink.



40







# Visualize

## your **PRODUCT or SERVICE**

"One picture is worth a thousand words."  
Show your prospect to amplify your story.  
Business is adopting this graphic method of  
selling in rapidly increasing numbers.

For years "S. V. E." has stood for advancement in the field of visual education. We are manufacturers of three types of projectors which satisfactorily care for the needs of modern business.

The Society for Visual Education is the designer and manufacturer of the S. V. E. Automatic Picturol Projector, the manually operated S. V. E. Picturol Projector (Jam Handy Explainer) and the unique S. V. E. Jam Handy Pocket Explainer, distributed by the Jam Handy Picture Service (Newspapers' Film Corporation.)

Send in the attached coupon.

SOCIETY FOR VISUAL EDUCATION, Inc.  
Dept. 340, 327 S. La Salle St., Chicago, Ill.  
Gentlemen: Please send me full details.

Name ..... Position .....  
Address .....  
City .....

**S V E** SOCIETY FOR VISUAL EDUCATION, INC. **S V E**  
Manufacturers, Producers and Distributors of Visual Aids  
327 SOUTH LASALLE STREET, CHICAGO, ILLINOIS.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George F. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, Geo. M. Kohn, Manager.

St. Louis Office: 915 Olive Street, A. D. McKinney, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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London: Thomas Russell

NEW YORK, APRIL 3, 1930

## Style and Advertising

Sudden shifts in style have often caused trouble to a well-planned advertising campaign.

It has been said that fickle fashion can "sink without trace," a product which has had the best sales and advertising pressure put behind it. Yet the fact remains that many a fashion has been created almost entirely by advertising and that some of the apparently unaccountable shifts in style have been caused by forces which are available to the manufacturer who keeps a close watch on consumer buying habits. There is also one situation in which advertising and style become allies for more sales and profits instead of opposing forces. When a trend makes its first feeble start, advertising can help it along greatly.

An excellent example is offered by the old British house of Newey Bros., Ltd., maker of hooks and eyes since 1798.

When modest Victorian dresses went out and women poured themselves into dresses instead of hooking them up, trade dropped off.

To keep the factory busy the firm went into the making of radio parts. But it kept the old hooks and eyes going. Then, after fifteen years of patient waiting, someone in Paris decreed a new type of gown and orders started to come in.

The company realized at once the chance to grab off some of this revived demand before competitors stepped in, so a big advertising campaign was launched in all women's publications in the United Kingdom. But it is a new type of advertising. Gone is the old black border, quaint Victorian figures, reversed lettering. Instead there is open display, modern illustration, emphasis on fashion.

By taking hold of any first straw in a general trade wind, be it only a gentle zephyr at first, a manufacturer can ride forward before the breeze instead of waiting in the calm.

In the field of women's footwear, color in the kitchen, bathroom fixtures, and a score of other industries, alertness to add the force of adequate advertising to a fashion change has given leadership to manufacturers who were aware of its power.

The producer of merchandise who keeps in close touch with changes in consumer buying habits when they first start, can make style and fashion the inspiration and ally of his new advertising instead of the enemy of his unchanged advertising policy.

## When the Gods Arrive—

Again we watch the interest of industrial management move through the industrial cycle from invention, through production, to distribution. More deeply and more unanimously than ever before, men in the automotive industry are thinking about selling.

As Edward S. Jordan explained

Apr. 3, 1936  
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in ABC-style of advertising a few years ago, an automobile is more or less an automobile. As Mr. Jordan pointed out, it has four wheels and a varying number of cylinders to cause its wheels to revolve. There isn't much left for the inventor to invent. Thanks mostly to the leadership of Henry Ford, most of the problems have been solved, also, in production. But there is work for brains—and the best brains the industry can master—in marketing.

It is significant that the industry's leaders are looking from a new angle at the industry's retail dealers. Gone, it seems, are the days when the sales manager's task consisted principally of "signing up new outlets"; gone are the days when he could record his progress as might a ball player—so many chances and so many connections.

Revealing the new attitude, there have come within the last few days two public statements from two high officials of the General Motors Corporation. Said Donaldson Brown, vice-president and chairman of the finance committee, in effect: "Henceforth our operating policies are to be geared to our dealers' financial progress. Periodic reports will tell us how our dealers are faring. Upon those reports we shall base our schedules of production and distribution."

Said R. H. Grant, another vice-president and over-all chief of sales: "The term 'sales quota' means, or ought to mean, *that portion of the business in a given territory that the individual manufacturer may reasonably expect to get.* (The italics are Mr. Grant's.) "Under the terms of this definition, we must consider the economic characteristics of the territory, the past performance of the automobile business in the territory, the ability of our dealer in relation to competitive dealers, and the status of his financial operating position.

"The aggressive marketing practices of the industry have frequently led to the forcing of cars beyond the bounds of sound economics, and it seems obvious that this is against the best interest of the manufacturer as well as the dealer; for, while the dealer may

be penalized more acutely and more quickly, the manufacturer is inviting bankruptcy in that territory, and the expense of reorganizing and living down the stigma associated with the local failure far outweighs the fallacious advantage of temporarily overselling the market. . . .

"We are entering a new era. We, in common with other stabilized businesses, have reached a point where the profit margins are no longer wide enough to permit of loose management. Aggressive sales enthusiasm must be counterbalanced with sound business planning based on adequate facts. The successful dealer of the future will apply the same intensive effort to his budgetary planning as he does to his sales technique—and the far-sighted manufacturer, in the control of his production schedule and in the development of his dealer policies, will take full cognizance of the facts disclosed by the dealer's accounting methods."

In every industry the man who argues most loudly that selling is a profession is the high-pressure operator. His job is almost gone. And what he doesn't realize is that today's job of marketing, demanding an all-around executive who not only can sell goods but can read a balance sheet, is far more scientific, far more complex and far more professional than yesterday's salesman could possibly imagine.

### **What Is an Order Worth?**

The employees in the print goods department of the Amoskeag Manufacturing Company had a difficult question put up to them recently. There was a big order in sight for print goods, but price was a consideration and officials of the company realized that no profit could be made at the price set unless wages were reduced. The mills have an employees representation plan which provides for a vote before any change can be made in the wage scale.

As the *Journal of Commerce* reports the incident, "The ballot called for a 'yes' or 'no' vote on the proposal for a readjustment of

wages, applicable only to work on the order under consideration. The decision against the proposal was carried on a four-to-one ratio. Officials told the employees that a reduction in wages would be necessary to guarantee a small profit, so close is the margin necessary to obtain the order. No intimation was given as to the source of the order."

The employees of this mill by an overwhelming majority decided that a big order was not worth a cut in wages and thus, according to the vice-president of a food company who called the incident to our attention, performed a good service for the company.

But the story digs deeper than that. It brings out two opposing schools of management.

One insists that the plant must keep running at any cost and that it pays to make goods at no profit temporarily, rather than lay off men. In such a viewpoint, of course, labor would have to share with management and capital the temporary sacrifice of profits.

But the other school insists just as vehemently that no order should be taken at a price which does not allow for a fair profit when costs are accurately figured—that one concern which agrees to deliver goods at less than the cost of production can injure a whole industry. And that the man who sells at less than cost, whether deliberately or in ignorance, is an economic criminal who should be restrained by law.

One of the answers to the whole question would be the long suggested uniform system of cost accounting so that costs could be accurately determined on a known and general basis. Until that happy millennium arrives there will always be some maker of goods who does not figure his costs as accurately as Amoskeag and other successful manufacturers, who will step in and take the close order, even when it entails a loss.

In the meantime, this progressive and skilful manufacturing company is not the only one which is analyzing new orders very carefully to see whether they are profitable, and passing up mere

volume in favor of normal, sensible effort toward securing business which will pay for its getting, and show in black ink at the end of the year instead of red.

### Motor Equipment Association to Start Campaign

The Motor and Equipment Association, Chicago, is planning to begin its advertising campaign to interest automobile owners in the value of regular car maintenance. The campaign will begin May 10 and will be built around the message, "Care will save your car." It will point out to car owners the reasons for visiting their garage or service stations at regular intervals for inspection and maintenance service. Automobile dealers, garage owners, and service station operators will be identified with the campaign through jobbers who are members of the association and they will be supplied with material, which will aid them in merchandising their services to the car driving public.

Radio advertising will also be used, and the official campaign banner will also appear in the advertising copy of manufacturer and jobber members in magazines and business papers. A number of members now using radio advertising are planning to include the "Care will save your car" idea in their programs.

### Mavv Carburetor Appoints Bernsten Agency

The Mavv Carburetor Company, Los Angeles, manufacturer of Automatic Variable Venturi carburetors, has appointed the H. C. Bernsten Advertising Agency, of that city, to direct its advertising account.

### Appoint Los Angeles Agency

The Los Angeles-Pacific Macaroni Company has appointed the Scholts Advertising Service, Los Angeles, to direct its advertising account. This agency also has been appointed by the Southern California Retail Grocers Association to direct an educational campaign.

### Heck Conard Account to Chesman Agency

The Heck Conard Company, Kansas City, Mo., manufacturer of Heck, a deodorant, has placed its advertising account with the St. Louis office of Nelson Chesman & Company. Women's publications will be used.

### T. R. Palm with H. S. Crocker Company

T. R. Palm, formerly national advertising manager of the Oakland, Calif., *Post-Enquirer*, has been appointed advertising manager of the H. S. Crocker Company, Inc., San Francisco, manufacturing stationer.

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## Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

40 EAST 34TH STREET

NEW YORK

FOUNDED in the belief that reputation would follow a concentration of effort in serving with extra thoroughness the individual requirements of a limited number of advertisers.

Ten busy years have justified that belief, while the gradual development of personnel is making possible a slowly increasing list of clients.

"NOT HOW MUCH, BUT HOW WELL"

# Advertising Club News

## Says Grouchy Clerks Spoil Cheerful Advertisements

"What good is a cheery, colorful display page in a local newspaper when prospective customers go to the store and see grouchy, unsmiling clerks?" This question was asked by James Roy Ozanne, vice-president of Hardy, Ozanne & Hardy, Chicago advertising agency, at the fourth of a series of lectures being sponsored by the Pittsburgh Retail Advertising Institute.

"The whole impression of an advertisement can be spoiled by a clerk," he pointed out. "I have found many salespeople in one department who are totally unaware of what is going on in another department. It checks the store-wide progress of a store to have such dull employees."

"On the other hand," the audience of dealers was told, "clerks who are informed about what is going on throughout the store can send customers from one counter to another and speed up sales. Stores themselves are to blame if they fail to make an effort to educate their staff to the high points of interest in other departments."

\* \* \*

## Portland Club Classifies 1929 Programs

In answer to the question, "What has been the subject matter of the addresses delivered to the club by principal speakers?" the Advertising Club of Portland, Oreg., has made the following classification of fifty meetings held during 1929: Eleven meetings, or 22 per cent, were devoted to community talks—Forward Portland, Forward Oregon, and Forward Pacific Coast; sixteen meetings, or 32 per cent, were on general topics, having no direct bearing on advertising and including club business days and meetings given over primarily to entertainment; seven meetings, or 14 per cent, dealt with advertising only in a broad or casual manner, while sixteen meetings, or 32 per cent, were devoted to technical advertising talks dealing specifically with definite advertising problems: Market analysis, copy, layout and illustration.

\* \* \*

## Eleventh District Takes in New Units

The district boundaries of the Eleventh District of the Advertising Federation of America have been realigned. Southern Montana has been added to this district, bringing in the Great Falls Advertising Club. A section of Idaho has also been added to the Eleventh District, which will probably bring about the restoration of the former Pocatello Club. The El Paso, Texas, Club is also now in the Eleventh District, and plans are being made to form an advertising club at Ogden, Utah.

## Let Advertising Continue to Shape Its Own Ethics

The history of advertising is a remarkable record of voluntary self-improvement. For this reason, to advertising should always belong the job of policing its own ethics. This was the opinion expressed by Ralph Starr Butler, vice-president in charge of advertising of the General Foods Corporation, at the first of the Vawter Foundation lectures on the ethics of advertising held at Northwestern University recently.

"Questionable advertising, that which is neither obviously unfair nor dishonest, remains as the immediate problem," he declared. "This includes pseudo-scientific claims, testimonials and advertising which by sly implications casts aspersions on the products of competitors. Advertising has the one specific remedy which can eliminate this last divisive evil, as well as the background which justifies the trust."

As Mr. Butler sees it, an aroused public opinion, stimulated and fostered by the factors which have already done so much, can be depended upon to make this border-line brand of advertising impossible because it will become unprofitable. The sponsors of questionable advertising, he pointed out, will abandon it when they see it is to their self-interest to do so. He cited the power of the press as the great medium for applying this remedy.

"Of course the entire responsibility cannot be left to the publishers," he added. "The ethics of advertising are bound up closely with the morality of the business community in which it operates. The fundamental responsibility lies with the advertiser, who now has ample opportunities to find out in advance what claims are scientifically accurate."

\* \* \*

## Heads Rochester Sales Managers Club

Wyllis A. Bellinger has been appointed president of the Sales Managers Club of Rochester, N. Y., Chamber of Commerce. Frank H. Granger, sales manager of the Crandall Packing Company, will be vice-president of the organization. Both appointments are effective June 1.

\* \* \*

## Mexico City Club Joins Tenth District

The National Association of Publicity, Mexico City, Mexico, has become a member of the tenth district of the Advertising Federation of America.

The Clarke Music Company, Syracuse, N. Y., has appointed G. F. Hartie & Company, Inc., advertising agency of that city, to direct its advertising account. Newspaper, direct-mail and radio advertising will be used.

# I Know An Exceptional Sales Promotion Man

(Now Available)

A man with a most impressive record  
for Sales development, who made  
good in the

**Chain Store Field  
and the Drug and  
Drug Sundry Business**

This man has been through the mill  
— from display crew manager, to  
merchandiser, salesman, window  
display expert and sales promotion  
manager.

He is young, clean cut and in every  
way desirable. We watched him work  
for one of our clients and highly  
recommend him.

*Shall I have him  
come and see you?*

**ARTHUR FREEMAN  
511 East 72nd Street  
New York City**

**Telephone: Rhinelander 3960**



# The Little Schoolmaster's Classroom

THE Schoolmaster has seen broadcasters broadcast. He has seen and heard Walter Winchell wisecrack from a trembly manuscript. He has seen Graham McNamee hustle to a low-hung microphone and crane his neck into what looked like a contortionist's knot, in order to offer a few enthusiastic remarks about the number that has just concluded and the number that is to come. In a studio so crowded that the drummer was harassed to find a place to hang his triangle, your Schoolmaster has sat in the laps, as you might say, of Sousa's band while John Philip himself, with a baton that scarcely moved at all, led his resounding musicians through "The Stars and Stripes Forever."

And yet, not until fairly recently did the Schoolmaster know—or would he have believed—that, in order to imbibe the appropriately inspiring atmosphere, broadcasting artists sometimes broadcast in costume. Specifically, the Clicquot Club Eskimos wear furs.

The fact has been revealed in national advertising; and now the revelation is repeated in a form letter from the Carrier Engineering Company. Incidentally, the letter provides interesting answers to the advertiser's question of what to say in letters that go out to his mailing list of selected prospects to call attention to his publication advertising. It is the Carrier policy to take the recipient by the elbow and lead him behind the scenes. Thus, the letter reads:

Dear Sir:

These stories of Manufactured Weather that we are placing as advertisements in *The Saturday Evening Post* are really informing people at large that air conditions for healthful comfort can be maintained within buildings under any circumstances.

Here in the attached reprint we have brought to your attention the modern broadcasting studio; four of the most notable in the country are already Carrier Conditioned.

When you tune in on one of these stations, picture the artists in a perfectly sound-proof windowless

studio, beautifully illuminated. Many of the artists, just as the Clicquot Club Eskimos, are in costume for their own inspiration.

Silently, a Carrier System floods these rooms with clean, conditioned air, producing ideal conditions of comfort at all seasons.

In the near future, many offices are going to be like this: ideally comfortable, flooded with controlled air and controlled illumination that provides all the health-giving rays of real sunshine—shut off from street noises and street dirt and the whole gamut of weather variations.

Your comments and questions on these advertisements and the possibilities of Manufactured Weather will always be welcome.

Yours to make  
"Every day a good day."

\* \* \*

Industrial salesmen are furnished with detailed specifications about their products which answer most of the questions buyers may ask. But occasionally a buyer will refuse to take the salesman's or the company's word for a claim and ask for proof.

When a boiler salesman says his boilers will stand so many pounds pressure, what is he to do when the buyer says "prove it?" All sorts of demonstrations and tests have been devised to prove quality and strength claims, but few manufacturers have ever had to stage so elaborate a test as that conducted by the A. O. Smith Company a short time ago.

This company reproduced a train wreck in order to prove that the new volatile gas containers which it is manufacturing would not explode if an actual wreck should occur while they are in transit. A locomotive pushed a flat car containing one of the new steel containers off a trestle which ended in a drop of twenty-five feet. The new container passed this test to the satisfaction of all.

There were other less dramatic tests. There was a vibration test, for example, which was carried on for three consecutive days, during which pneumatic hammers struck the container repeatedly.

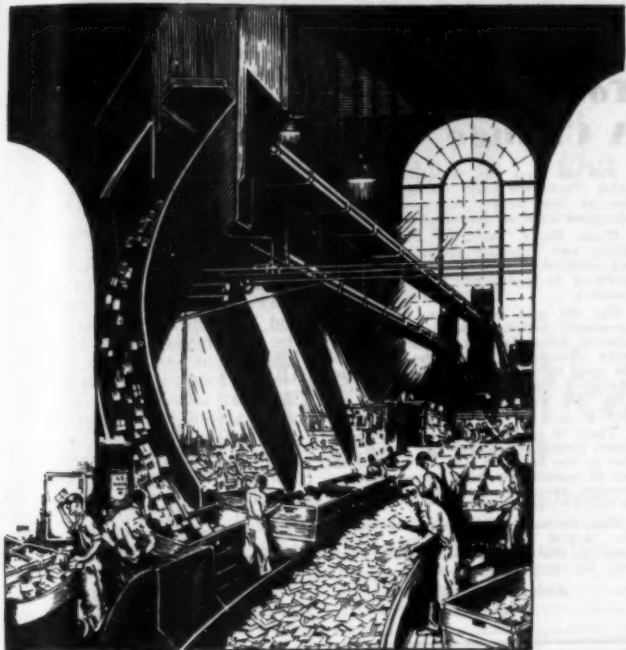
These tests were used to convince railroad officials and others



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## DO YOU FURNISH BLOTTERS

For Free Mailings to Your Dealers' Customers?

A torrent of letters rushing thru the mail chutes—chattering machines cancelling stamps on letters with an unused margin of postage. Free circulation gone to waste? Not exactly.

Manufacturers, in increasing numbers, are using enclosures and supplying them to dealers, for this means advertising at and thru the point of distribution—talking to the public who are accustomed to trading with your dealers.

No enclosures are so sure of distribution as blotters. They are seen not once, but many times—deliver more mental impressions from each printed impression. Standard Paper Manufacturing Company, Richmond, Virginia.

# STANDARD BLOTTINGS

## I Am Going To Make A Change

For the past ten years Director of Sales Promotion and Advertising for one of the largest Automotive Parts Manufacturers in the country.

Trade Paper, Direct by Mail, House Organ and Publicity personally created has established present connection's advertising to leadership in its respective industry.

For the past two years, in addition to above duties, I have assisted the General Sales Manager, whose duties require traveling at least nine months of the year, in supervising 15 District Sales Managers and handling all major problems that presented themselves in his absence.

There is only the best of feeling between present employers and myself, but due to the fact that I have reached the top of possibilities with my present connection, am anxious to locate in a field of broader opportunity.

Can furnish references from one of the largest AAAA Agencies in the country, also any special references that may be required.

Address "U," Box 80  
Printers' Ink

### ADV. AGENCY WANTED

A successful agency with a surplus of facilities and capital will buy an agency with sufficient desirable business; if necessary acquire some of its personnel. This proposition should appeal to agency owners whose business is not sufficient to maintain a staff worthy or equal to the best interests of their clients, or those ready to completely or practically retire from the strain and responsibility of agency management. Write in confidence to

"W," Box 232, Printers' Ink



### SPRING!

Freshen your advertising with a selection of cuts made from the latest Hux book. 2,500 numbers. Four stock sizes. Economical.

Write now for your copy enclosing one dollar deposit—refunded with first order.

HUXCUTS 11 W. 42nd St., N.Y.C.

that it is safe to ship helium for lighter-than-air craft in these new containers, which are spherical in shape.

\* \* \*

With college football teams out for spring practice in preparation for 1930 fall schedules, the Schoolmaster thinks it apropos to throw out a sales suggestion based on the experiences of the Crouse-Hinds Company in illuminating football fields for night games.

According to F. J. Fancher, assistant sales manager, this company's night lighting of monuments and buildings in various parts of the country last year led to the illumination of the Syracuse-Hobart football game in Syracuse. Whereas attendance at this game when played in the daytime averaged 4,000 spectators, when the game was played at night 25,000 football fans came to see it, and receipts paid twice over for the cost of installation of the lights. The normal Syracuse-Johns Hopkins attendance was 3,000—20,000 came to the night contest.

The point of interest to manufacturers is this. A night game is very different from a day game. Cheerleaders are spotlighted, and the band plays under floodlights. And possibilities for striking effects are merely touched with the suggestion that students wear silver caps and carry flashlights to wave in unison.

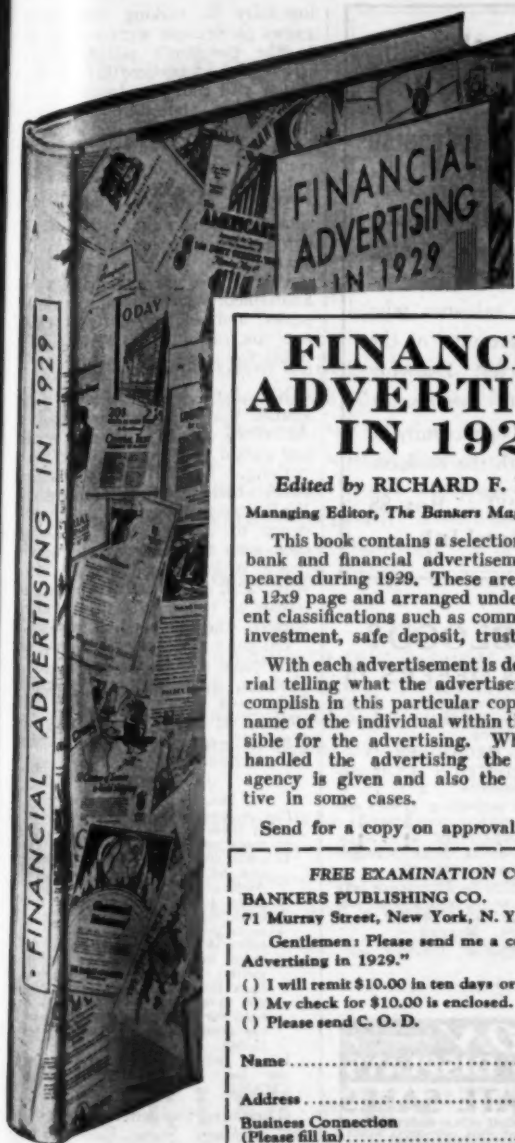
It is a short step from this, the Schoolmaster thinks, for some alert manufacturer of things other than silver cap novelties or flashlight specialties to create sales of products which can be used to meet the unusual conditions of such night games. For there no doubt will be a widespread interest in night football next fall, as is indicated in the 3 per cent returns which Crouse-Hinds in three weeks received from a 6,000 mailing of a newspaper reprint story of the first Syracuse game under floodlights. This mailing went to every athletic director, coach and graduate manager of football teams over the country and was followed by athletic journal advertising.

Possibilities for the exercise of

Apr. 3, 1930

PRINTERS' INK

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Just  
Out

## FINANCIAL ADVERTISING IN 1929

Edited by RICHARD F. DURHAM

Managing Editor, *The Bankers Magazine*, New York

This book contains a selection of the 100 best bank and financial advertisements which appeared during 1929. These are reproduced on a 12x9 page and arranged under twelve different classifications such as commercial, savings, investment, safe deposit, trust, etc.

With each advertisement is descriptive material telling what the advertiser sought to accomplish in this particular copy, and also the name of the individual within the bank responsible for the advertising. Where an agency handled the advertising the name of the agency is given and also the account executive in some cases.

Send for a copy on approval.

### FREE EXAMINATION COUPON

**BANKERS PUBLISHING CO.**

71 Murray Street, New York, N. Y.

Gentlemen: Please send me a copy of "Financial Advertising in 1929."

- ( ) I will remit \$10.00 in ten days or return the book.
- ( ) My check for \$10.00 is enclosed.
- ( ) Please send C. O. D.

Name .....

Address .....

Business Connection  
(Please fill in) .....

## An Exceptional Opening

for a

### Photograph Salesman

A progressive New York commercial photograph studio has an opening which offers a real future to an alert salesman who can build accounts of the right character. Drawing account and commission, with every opportunity to develop with the business.

Address "T," Box 88  
Printers' Ink

## NEW BLOOD?

### THIS MAN OFFERS IT

AN EXECUTIVE experienced in all branches of sales management, sales promotion and advertising.

AN EFFICIENT ORGANIZER.

KNOWS DISTRIBUTION of both specialties and commodities.

FAMILIAR with accounting, credits and collections.

DESIRES CONNECTION with established manufacturer as Sales Manager or Assistant to major executive.

NOW EMPLOYED, he will change only for greater opportunity, both present and future. Minimum salary \$6,500.00 to \$7,000.00. Age 34. Married

Address "Q," Box 87, Printers' Ink

**MOTION WINDOW DISPLAYS STIMULATE SALES**

WE DESIGN AND MANUFACTURE MOTION WINDOW DISPLAYS IN QUANTITIES TO SUIT YOUR INDIVIDUAL NEEDS

INFORMATION ON REQUEST

THE AMERICAN DISPLAY COMPANY

ingenuity in making such night games picturesque were pointed out to the company's salesmen in a letter, accompanying this mailing, which said that in addition to the silver caps and flashlights "students might all wear light colored jackets, and colored floodlights could be played on them at intervals during the game."

The Schoolmaster looks for someone to capitalize this night game market, as he also looks for someone to capitalize the color possibilities of merchandise sold in amusement parks, in recreation parks, and at gas stations which are increasingly using colorful lights for night illumination.

\* \* \*

Not all the anti-chain-store propaganda that is being circulated in America's inland empire is sound and wind and fury, signifying nothing. Not all of it shadows forth mere indignation against Wall Street. Here is a bit of evidence to indicate that the chain opponents are resorting to advertising of the kind that reasons why; and, allied with them are interests of power in the local community—the independent banks.

On page 1 of the *Hudsonite*, an eight-page newspaper published in Hudson, Lincoln County, South Dakota—a newspaper with the slogan, "It's Hustle or Bust. We Hustle!"—appears this dominating advertisement:

#### YOU BENEFIT

Directly or Indirectly

Out of every dollar your home merchant takes in:

65 cents goes to the manufacturers;

12 cents goes to the local pay roll—and he hires no one but home people;

9 cents is for lights, taxes and other necessary expenses;

8 cents goes for rent;

6 cents is the profit, which is divided into the following investments: Deposited in your local bank for the benefit of local people, invested in local property, is used for local improvements; and the remainder goes for local societies.

It's to your benefit to patronize no one but YOUR HOME MERCHANT.

The advertisement is signed by the Hudson State Bank, which identifies itself as "Your Home Bank."

Those Class members who enjoy

# Why should there be advertising agencies?

Why — really ?

Old Aesop Glim wants to know. Of course, he has his tongue in his cheek when he asks that question. And yet, we have an idea he is serious withal. For he knows that every man and woman—particularly every member of a manufacturer's staff—feels fully competent to write or criticize an advertisement or a complete campaign from dealer helps to center spreads.

So Aesop is going to take his dear pupils on a tour through advertising agency land. Briefly, he is going to describe the functions of a typical agency's major departments.

His first article will be found on page 33 of this issue. Others, covering such topics as selling advertising agency service, the duties of the account executive, and the art director and his department, will appear in subsequent issues.

## PRINTERS' INK

185 Madison Avenue

New York

### SALES or ADVERTISING MANAGER AVAILABLE

Selling changes made a successful salesman available. A man who knows how to organize and train a sales force. He has done high pressure selling in difficult fields, is well educated, fluent speaker, writes with force and ease. He knows printing and is competent to manage many kinds of business. Energetic, clean-cut and in good health.

For an interview or  
more information, write

P. O. BOX No. 256  
DAVENPORT, IOWA

### PRINTING SALESMAN

wanted to follow up leads from extensive and unusual direct-mail campaign for medium sized New York printing firm.

We have been operating without salesmen but our expansion program includes an advertising campaign and a good follow-up man who has been selling about \$30,000 or more annually. Address "Z," Box 235, Printers' Ink.

### AN AAAA-1 COMPANY WAS

in bad repute. Sound sales promotion gave it leadership in its industry.

The man who did this job is open for new connection. Broad experience. Age 31. Address "B," Box 237, care of Printers' Ink, 231 So. La Salle St., Chicago, Ill.



To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly is \$1.25, postpaid, and the Monthly, \$2.00, postpaid. These binders are an attractive addition to any desk or library.

**Printers' Ink Publications**  
185 Madison Ave. New York

a good scrap may find interest in the thought that here is a fight that really is three-cornered. For its participation in the free-for-all, the local bank may have more than one motive. South Dakota lies almost in the center of the Great Northwest, a region in which some thirty-four bank-chains, operating from headquarters in Minnesota, control banks to the number of more than 400, with aggregate resources of more than \$990,000,000.

### To Make Jobs, Free the Consumer's Dollars

"Make it for less and sell it for less" is one of the fundamental principles which always has been applied in the conduct of chain-store businesses. This sums up one of the points stressed in a talk before the annual meeting, last week, of the New York Council of the American Association of Advertising Agencies. Alvin E. Dodd, assistant to the president of Sears, Roebuck & Company, was the speaker.

Application of this principle, he explained, helps to make buying easier, and to maintain buying. "Spending makes business," he declared, "but in times of 'uncertainty,' the individual consumer calls a temporary halt on his spending, and when he does that, he affects absolutely everything.

"The sure way to make jobs is to free the consumer's dollars, through the elimination of everything that is not reflected in actual values and service, thus allowing those dollars to be spent in productive activities, which, efficiently performed, demand workers at high wages."

With reference to the popular theme, "getting back to fundamentals," Mr. Dodd said that when people take this as their text, what they really mean is that when a balloon is punctured you can't help but get back to fundamentals.

### R. B. Bolles with Fred Kimball, Inc.

Robert B. Bolles, for the last ten years in charge of national advertising, selling, merchandising and promotional activities of the Janesville, Wis., Gazette, has joined Fred Kimball, Inc., publishers' representative. He will be located at the Chicago office.

### Eleventh District to Meet

The eighth annual convention of the Eleventh District of the Advertising Federation of America will be held at Casper, Wyo., from April 6 to 8. D. W. Greenburg, director of public relations of the Midwest Oil Company, and a former president of the Casper Advertising Club, is chairman of the convention committee of the Casper club.

R. H. Richards recently, as Ad. Sig. N. Y., has Flexlume that city.

The 7 moved fr appointed Company, its advert

Kurt M vertising Company, advertising son Comp

Ettinger ments, hav financial direct their papers wil

George president of Company, organization city, produ

## R. H. Tewksbury with Flexlume-Strough

R. H. Tewksbury, formerly with the Richards Sign Company and, more recently, sales manager of the Electric Ad Sign Corporation, both of Syracuse, N. Y., has joined the sales staff of the Flexlume-Strough Corporation, also of that city.

## Ten-Herb Account to Ryan Agency

The Ten-Herb Company, recently moved from Cincinnati to Chicago, has appointed the T. F. Ryan Advertising Company, of the latter city, to direct its advertising account.

## Joins C. J. Johnson Company

Kurt Melzer, formerly with the advertising department of the Chain Belt Company, Milwaukee, has been made advertising manager of the C. J. Johnson Company, Champaign, Ill.

## Appoints Edward Howard

Ettinger & Brand, Cleveland, investments, have appointed Edward Howard, financial advertising, of that city, to direct their advertising account. Newspapers will be used.

## Joins Detroit Press

George A. Crittenden, formerly vice-president of the Franklin Press & Offset Company, Detroit, has joined the contact organization of the Detroit Press, of that city, producer of direct mail advertising.

## PUBLICITY

INDIVIDUAL, BUSINESS ORGANIZATIONS

Phone WI5conain 9144

JOHN A. MORAN

and Associates

140 WEST 42nd ST. NEW YORK

## REDUCE YOUR COST OF SELLING

by using Direct Mail—Letters, Post Cards, Folders, Blotters, Booklets, Catalogs, etc., etc. Postage and The Mailbag—monthly magazine—published continuously since 1915—is entirely devoted to Direct Mail Advertising and Selling. Tells how to reduce selling cost. Full of sound business ideas, information and facts. \$3.00 a year. At end of year, we return \$4.00 if you are not satisfied. Send 25c for sample copy. Postage and Mailbag, 68 35th St., N.Y.C.

## I CAN

create, plan Direct Mail and Newspaper advertising—visualizing, selling and contacting experience—good at layouts. Six years' experience—three years agency executive; ad manager department store. Samples successful plans. 32. University graduate. "Y," Box 234, P. I.

## frank a EBOLI studio

31 East 27th St. New York  
Telephone Ashland 5283



## "GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents

Toronto Montreal Winnipeg Vancouver Hamilton London Eng.  
New York Office 2152 Grambar Blvd. Thomas L. Briggs, Manager for United States

## Multigraph Ribbons Re-inked

OUR **SAFETY** process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

Send 2 Ribbons to be Re-inked at our expense

W. Scott Ingram, Inc.

Dept. B, 67 West Broadway, New York City



## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**Well Established Business** in thriving community. Field for job and contract work. Lifetime opportunity for right man. O'Hara Business Brokers Ass'n, 121 N. Broad Street, Philadelphia, Pa.

#### DESK SPACE

For rent in Times Building to experienced typist. Opportunity for work, piece basis. Bryant 4896. Shipman Service for Writers.

#### WILL INVEST IN ADVERTISING AGENCY

or will form new agency with man who can produce business. Box 782, Printers' Ink.

#### ADVERTISING SALESMAN

Established agency will finance salesman who can produce business on 50-50 basis. Our own employees have seen this advertisement. Box 783, Printers' Ink.

**Wanted**—cultured man, over 40, desirous of supplementing present income. Address L. C. Zapf, 20 Jackson Place, Washington, D. C.

#### FOR SALE

Complete going printing plant; small; modern equipment; to practical printer. Owned by adv. agency. Future work from agency enough to keep plant busy. Chicago. Box 772, Printers' Ink.

**NEW KIND CLASSIFIED ADVERTISING** Amazing new classified advertising system increases results for national advertisers 22% to 200%. Complete information free. American Advertising Agency, 4010-B Lewis, Toledo, Ohio.

### Wanted Press Work

Bargain circulars 17½ x 22½, news print broadsides 22½ x 35, high speed Duplex rotary press work, one or two colors and black. Capacity of several million a week. Write for prices. Foster & McDonnell, 728 West 65th Street, Chicago, Illinois.

### EMPLOYMENT SERVICES

## Muncy Placement Service

**Specializing in Advertising Personnel**

Elizabeth Muncy for ten years in charge of the Employment Bureau of AAAAA. Her personal attention to all placements. 280 Madison Ave., New York  
Caledonia 2611

## A. K. OSTRANDER

(Agency)

## PLACEMENT SPECIALISTS

505 Fifth Ave., New York City  
Murray Hill 3569

### THE MODERN WAY TO

**ACQUAINT THE RIGHT MAN WITH THE RIGHT JOB**

### WALTER A. LOWEN

(Formerly with Calkins & Holden)

I serve America's leading Advertising Agencies and their clients without charge. I place experienced advertising and merchandising men and women, the majority of whom are now employed but alert to better themselves. Service to applicants **entirely confidential**, including unique free listing. No advance fee. Lowest placement rates. Interviews 9-2 P. M. Vocational Bureau, Inc., (Est. 1920), 106 W. 40th St.—PENna 5389. **Better Clip This Ad for a Memo.**

### HELP WANTED

**New Class Magazine** having mainly unpaid circulation but with unusually interesting possibilities desires man to devote full time to developing advertising department at own expense on contingent basis. Headquarters Chicago. State experience briefly, two references and age. Box 757, P. L.

### ADV. ARTIST WANTED

Permanent position in well-known Southern agency for experienced creative man who ranks "excellent" in all mediums. Mr. Calvin Stanford will interview applicants personally at McAlpin Hotel, New York, Sunday and Monday, April 6 and 7.

**Well Organized, successful Agency** in Western Michigan has opening for "stencil-winder" copy and layout man. We want a man who is in the creative end of the business because he prefers it to contacting and selling—a man about thirty years old who has made good to date, loves his work, and gets things done. The salary to start will be moderate but advancement will hinge only upon the productiveness of the individual on the job. Kindly furnish full particulars in first letter. Box 779, Printers' Ink.

### WANT A JOB IN BOSTON!

A large manufacturer of a varied line of industrial machinery and equipment, is looking for a young man, not over 30 years of age, qualified to be assistant to advertising manager. Experience in writing industrial copy and in bulletin and direct-mail work is essential. Moderate salary at first. In making application give full particulars as to education, experience and salary requirements. Interviews can be arranged for in Boston or in New York. Address Box 778, P. L.

**We Have Position Open** for district advertising manager with following qualification: graduate from southern agricultural college with experience in some branch of agricultural work in the South. Man who is advertising minded. Not necessary that he have advertising experience. Initial salary \$2,500 per year with opportunity for advancement. In application state your age, your educational training, your experience, your present location, financial responsibility, married or single. This position is with a large feed concern and offers a future for the right man. Box 764, P. L.

The First city of immediately enough training and national copy and details. etc. Also Box 760.

**PRINTING** agency thing about willing to tele who opportunity lished, w in New standing business, genial p their tal want a business will ever entire s Salary u Box 763.

**FREE** many solicit you Wright-P Bogardus

**Copywrit** ally high standing mail copy supervising

**ARTIST** from ad out, desig Myron X York Cit

**AAAAA** a graphic lay ter and dr veloping i

**ARTIST** lettering counts. work.

**ARTIST** agency, p free-lancin Versatile. where he c

**TRAC** With unu modities, search opening.

**VERS** Agency e and produ tising pri as advert small age man, 32,



**The First Newspaper in a Middle West** city of over 300,000 population has an immediate opening for a man who is thoroughly trained and fully capable of planning and preparing newspaper promotional copy for trade papers, newspapers and direct-by-mail. In answering give full details, age, experience, salary required, etc. Also send samples of work. Apply Box 760, Printers' Ink.

**PRINTING SALESMAN**—with advertising agency experience who knows something about copy, production, merchandising and planning creative advertising, willing to work hard to build up clientele who needs this service. Unusual opportunity with owner of old established, well organized and equipped plant in New York City. Only men with outstanding ability who like the printing business, and who seek permanent congenial place with latitude to exercise their talents will be considered. We want a man who can bring in enough business to justify his salary, and who will eventually qualify to handle the entire sales problem of the plant. Salary up to \$5,000 per year. Owner. Box 763, Printers' Ink.

#### POSITIONS WANTED

**FREE LANCE ARTISTS**—Serving many national (and small) accounts. solicit your business. We draw anything. Wright-Provost, 3 W. 29th St., N. Y. C. Bogardus 0161.

**Copywriter, Visualizer, Artist**—unusually high grade (combination) man; outstanding general advertising and direct mail copy, layouts, dummies, etc., without supervision or direction. Box 771, P. I.

**ARTIST WANTS FREE-LANCE WORK** from advertising agency; modern layout, design, lettering, illustration, color. Myron A. Jonas, 154 Nassau St., New York City. Beekman 7425.

#### LAYOUT MAN

AAAA agency experience making typographic layouts and finished roughs. Can letter and draw but prefer layout work and developing ideas as visualizer. Box 776, P. I.

**ARTIST**—Free lance, layout and lettering man serving national accounts. Available for your art work. Box 780, Printers' Ink.

**ARTIST**—12 years' reputable experience agency, publishers, engravers, printers, now free-lancing. Good layout or finished work. Versatile. Lease expires, seeks position where he can exercise ability. Box 756, P. I.

#### Trade Paper Editor—Writer

With unusual knowledge industries, commodities. Some publicity experience, research ability, education, wants good opening. Moderate salary. Box 770, P. I.

#### VERSATILE . . . . .

Agency experience in contact, plan, copy and production. Now manager of advertising printing plant. Prefer opportunity as advertising manager, assistant or with small agency in East or Canada. College man, 32, married. Box 765, P. I.

**FINISHED LAYOUT MAN**—Thorough knowledge of typography, production and art. 5 years' experience. College trained. Married. Will go anywhere. Box 768, Printers' Ink.

#### EXPERT FASHION WRITER

Desires free-lance work with Chicago firm or others who can communicate by mail. Exceptional experience. Box 762, Printers' Ink.

**Sales-Advertising Manager**—15 years' experience, with a record of real achievement, seeks connection in middle west. Box 769, P. I.

**New England Representation** on commission basis offered one or two outstanding trade or technical publications. Thorough knowledge of territory and agencies. Address Box 759, Printers' Ink.

#### LETTERER

Young man, good and fast. Has agency and service experience. Will consider out of town position. \$40. Box 774, P. I.

**Young Man**—believes he will make good advertising man, 3 years college training; desires beginners position. Age 21. Box 781, P. I.

#### COPY

Ten years' experience as agency copy chief and director of women's accounts. Free lance or part time. Box 777, P. I.

**CUT** When Ready for Publicity, **THIS** House Organ or Sales Promotion, Send for This Experienced \*\*\* Man. Box 773, Printers' Ink.

#### CHAIN STORE SPECIALIST

\$5,000 per year advertising and promotion expert, offers half time at \$50 per week. New York City. Box 775, P. I.

#### Mail Order and Direct Mail Experience

—Position as advertising manager. Plan and write mailing pieces, advertisements, sales letters, follow-up, etc. Ten years' experience. Want responsibilities, opportunity. Box 767, Printers' Ink.

#### YOUNG WOMAN

with five years' retail advertising experience seeks opportunity with national advertiser or agency. Forceful writer, original copy and layout ideas, knowledge of sales promotion. Box 758, Printers' Ink.

#### AGENCIES—TRADE PERIODICALS

**RESEARCH—WRITER**—Expert knowledge technical industries particularly coal and public utility—experience in financing—desire editorial or statistical research position—engineering college graduate—married—41. Box 761, Printers' Ink.

#### PAPER MANUFACTURER

A printer with a background of advertising agency experience in copy and layout would like opportunity in advertising or sales promotion. Creative and versatile. University trained, Christian, age 32, married. Box 766, Printers' Ink.

# Table of Contents

<b>Where Do the Chain Stores Go from Here?</b> JOSEPH M. FLY.....	3
<b>Sure, Knock Your Competitor's Advertising—But Fight Fair</b> S. O. LANDRY, President, The Chambers Agency, Inc.....	10
<b>Chrysler Doesn't Believe in Cycles of Depression</b> WALTER P. CHRYSLER, President, The Chrysler Corporation.....	12
<b>Copy for the Ear vs. Copy for the Eye</b> BERNARD A. GRIMES.....	25
<b>The Scope of Advertising Agency Service</b> AESOP GLIM .....	33
<b>The Thirteen Month Calendar.....</b>	41
<b>This Sales Contest Inspired the Home Office</b> D. C. MINER, Adv. Manager, Ambler Asbestos Shingle & Sheathing Co. ....	49
<b>Conference Discusses National-Local Rate Question.....</b>	52
<b>A Study of Grocery Manufacturers' Marketing Costs.....</b>	60
<b>"We Are in a New Merchandising Era"</b> T. C. SHEEHAN, President, Durham-Duplex Safety Razor Co.....	69
<b>Where to Copyright Advertisements</b> BOYD L. BAILEY, of the New York Bar SYDNEY K. BRADLEY, of Donald B. Foresman & Co.....	76
<b>Millions for Artwork—But Not One Cent for Copy</b> EDWARD PRAGER .....	84
<b>An Advertising Calendar for the Salesmen.....</b>	97
<b>Is Trade Co-operation Taboo?.....</b>	103
<b>How Long Should Merged Companies Keep Their Old Names?</b> CHARLES G. MULLER.....	109
<b>What Groucho Says.....</b>	112
<b>Facial Expression—A Pictorial Asset</b> W. LIVINGSTON LARNED.....	117
<b>Speculation, Marriages, Homes—and Business Recovery.....</b>	126
<b>An Industrial Space Buyer on Space Salesmen</b> W. C. MATTOX, Advertising Manager, Walworth Company.....	133
<b>Don't Emphasize Merchandising at Expense of Production</b> DAVID R. OSBORNE, Training Director, Studebaker Corp. of America.....	141
<b>Style Brings New Problems to a Face Brick Manufacturer.....</b>	153
<b>Editorials .....</b> Style and Advertising—When the Gods Arrive—What Is an Order Worth?	174
<b>The Little Schoolmaster's Classroom.....</b>	180

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Get this 32 page book — *FREE*

## WHAT MAKES MEN BUY?

A method of analysis that develops the correct appeal to the buying motives of prospects, takes much of the guess-work out of advertising art and copy, and multiplies returns.

By

CARROLL D. MURPHY

Written by Mr. Murphy in 1912, and first published in *System Magazine*, of which he was associate editor, this book has gone through many editions and become widely known as the pioneer discussion of the basic problem in advertising. While the present abridged edition (which you can read in twenty minutes) lasts, a copy will be sent free to any corporation executive who makes proper inquiry on his business stationery.



### Carroll Dean Murphy, Inc.

Pure Oil Building, 35 East Wacker Drive, Chicago

A general advertising agency in which owner-principals render a thoroughly professional agency service, applying methods of analysis that increase the size and certainty of returns for advertising.

Carroll D. Murphy, pres. & treas.

Myron T. Harshaw, v. p. Walter W. Hoops, v. p. Frank R. Schwengel, v. p.

**D****URING** the first two months of 1930, Chicago department stores bought 25,176 **MORE** lines of advertising in the Chicago Tribune than during the same period of last year—and the Tribune is the only Chicago newspaper to show a gain in this classification.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, February, 1930:  
842,734 Daily; 1,156,881 Sunday